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JUNE, 1954

American Perfumer

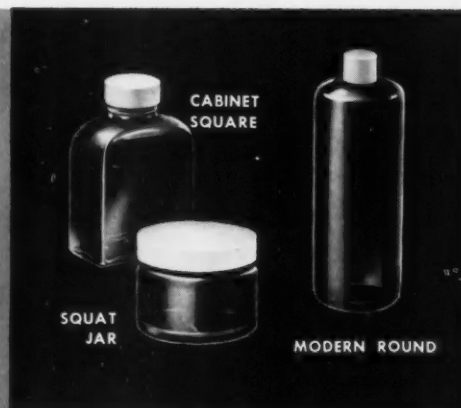
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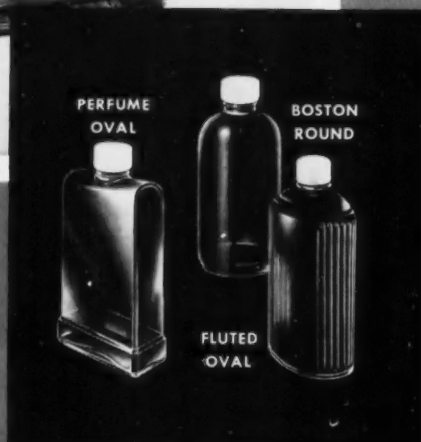
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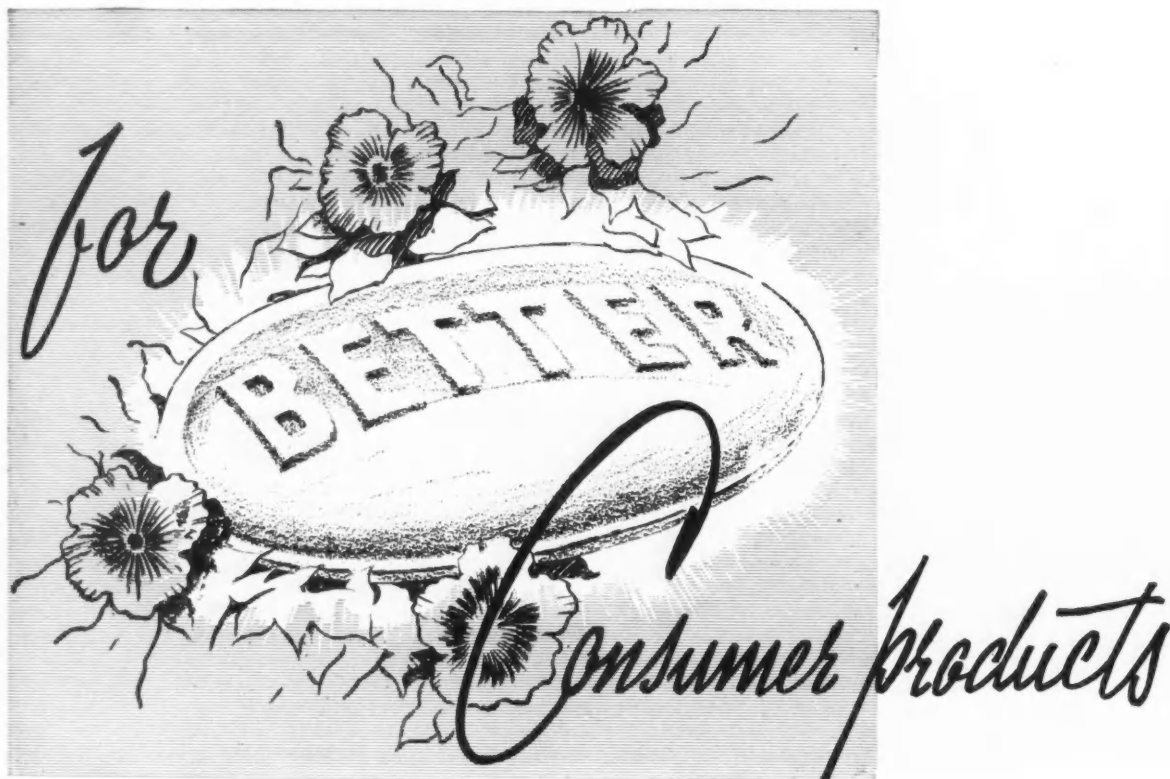


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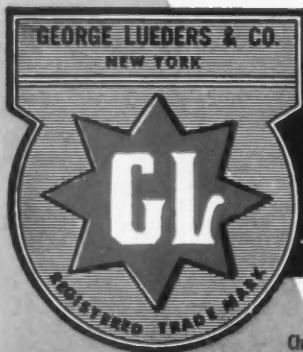
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ket Street, San Francisco 5,
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EDITORIAL AND EXECUTIVE
OFFICES
48 W. 38th St., New York 18,
N. Y. LOnacre 5-3320

PUBLISHED MONTHLY by Moore Publishing
Company, Inc. Publication office: Emmett St.,
Bristol, Conn., U.S.A. Editorial and Executive
Offices: 48 W. 38th St., New York 18, N.Y. J. H.
MOORE, JR., President and General Manager; HAR-
LAND J. WRIGHT, Vice President; MARC MAC-
COLLUM, Vice President; F. W. NOLTING,
Secretary. Subscription Rates: U.S.A. and Pos-
sessions and Canada, \$4.00 one year; 50 cents
per copy. Foreign, \$10.00 one year. Entered as
second class matter, January 12, 1950, at the
Post Office at Bristol, Conn., under act of March
3, 1879.

Moore Publishing Co., Inc., is publisher also of
Advertising Agency, American Printer, Gas Age,
Gas Appliance Merchandising, Industrial Gas,
LP-Gas, and Laundry and Drycleaning Age.



Cable Address: Robinpub.
N. Y. Volume 63, Number
6 (Copyright 1954, Moore
Publishing Co., Inc.)



the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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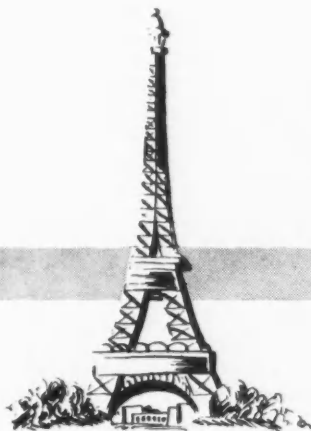
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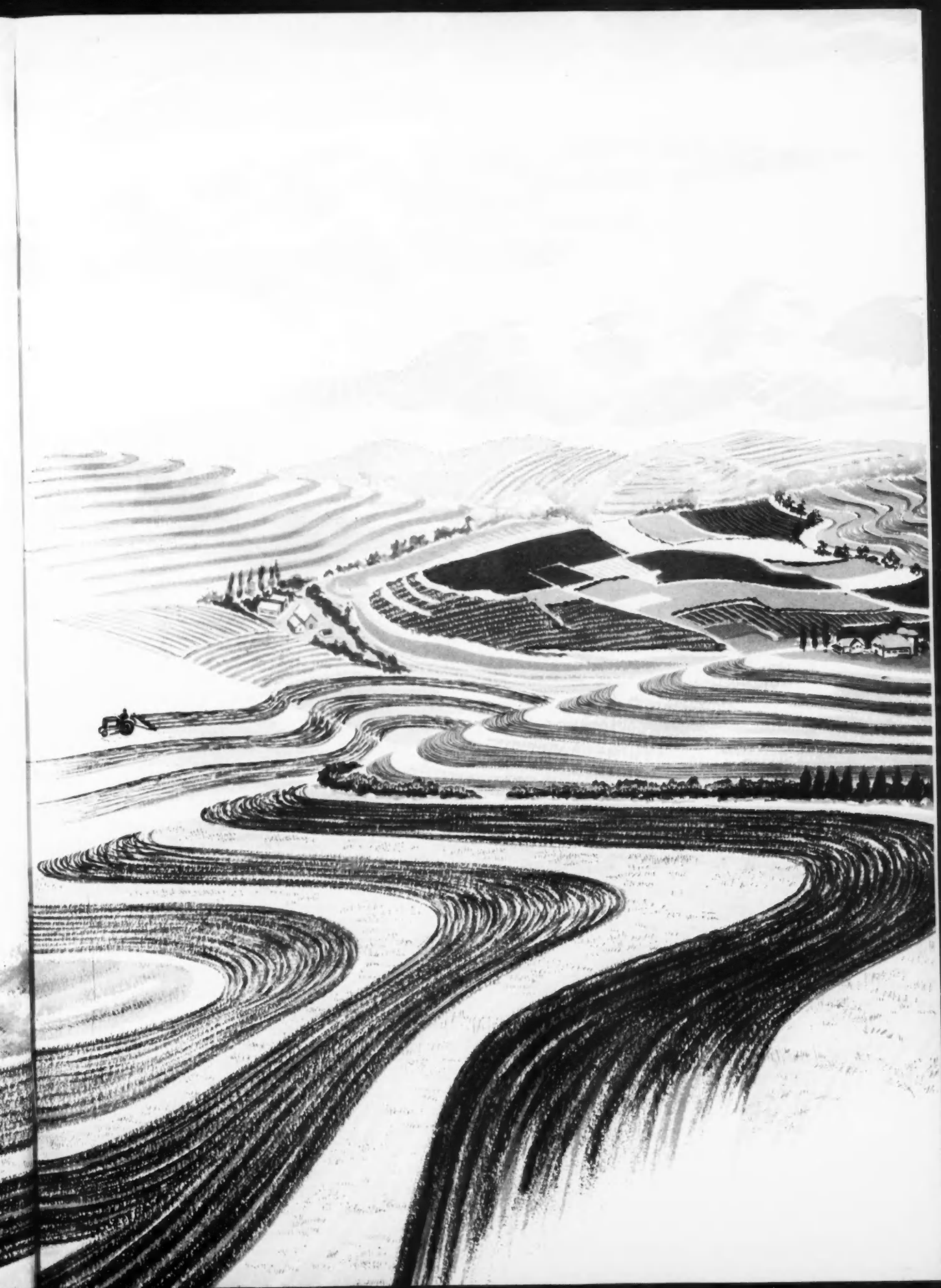
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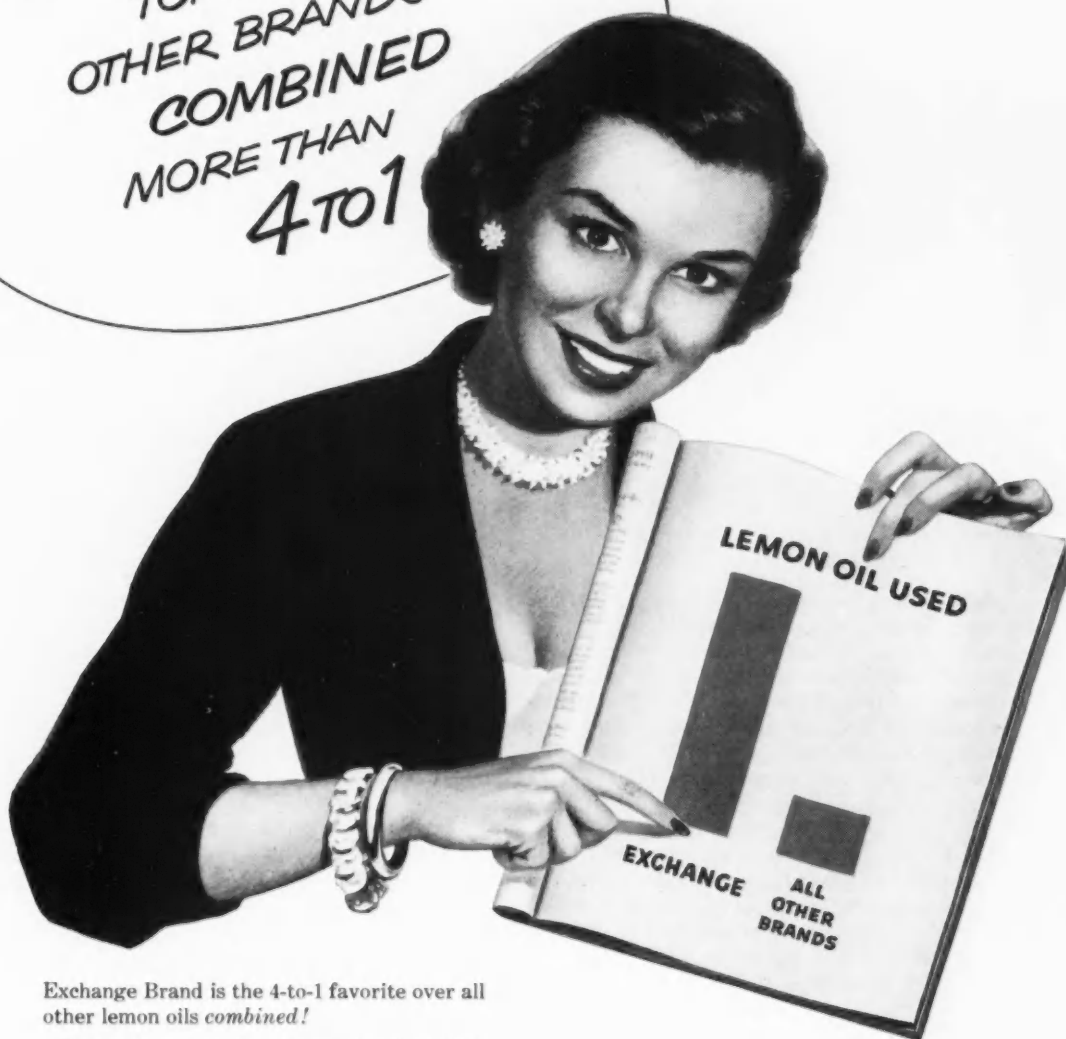
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Desiderata

BY MAISON G. DENAVARRE, F.A.I.C.



Deodorant Soaps

In writing on vitamins in cosmetics in this column recently, a few minor points of disagreement were noted in regard to an article by the well known Veronica Conley, assistant secretary to the A.M.A. Committee on Cosmetics, which appeared in *Today's Health*.

It isn't often this writer doesn't see eye to eye with the charming Mrs. Conley, and now is another of the many times we agree.

In the May *Today's Health* (an A.M.A. publication for the laity) Veronica Conley discusses the use of soap, especially deodorant soap in the control of perspiration odor. She points out the great advances made by the introduction of hexachlorophene into soaps for deodorant and surgical use. A test for deodorant properties of the individual is outlined. But she points out that the use of hexachlorophene "in deodorant soaps is not definite. . . . This is particularly true if we expect the soap to parallel deodorant creams and liquids in degree and duration of protection."

This is an open minded and well summarized opinion. Maybe the several newer antiseptics will work better. Time will tell.

British Cosmetic Usage

The monthly commercial news and technical digest issue of *The International Perfumer*, gives a summary of British usage of various toilet articles. The survey entitled "Woman—and the National Market," can be obtained free from Odhams Press, Limited of London.

About 4,000 women were interviewed. Main retail outlet is the

"Chemist," equivalent to our drug store. Only 17% use rouge; 1 in 100 bleaches her hair; shampoo is preferred in powder form. About 30% of perfumes sold are as "presents"; but 80% don't use perfume, and 87% don't use toilet water. Get the original survey for more complete data.

Silicones

In an address made over two years ago, it was mentioned that silicones are going to become important materials of the future.

In sun screens, a silicone repels water and produces longer lasting screening effect.

In hand lotions or creams they repel water thereby protecting the skin.

They are used as antifoam compounds in many food, drug and cosmetic operations.

When used as a coating in glass bottles, the bottle drains cleanly and completely.

They are used as mould release compounds in many industries including bread baking.

The fact that these products repel water suggests many uses in fabric for special application.

They are inert, practically odorless and colorless. However, not all silicones can be used in cosmetics. A new one is alcohol soluble and it should bring to mind some interesting applications.

Antioxidants of Natural Spices

The Hormel Institute's Annual Report for 1952-1953 has an interesting study on the use of natural spices as antioxidants. Quoting from the work—

"It was previously found that the antioxidant power of ground oregano was at least equal to that of sage when used in baked pie crust although oregano was much inferior to sage in lard alone. Consequently, a sample of oregano has been fractionated by solvent extractions and the fractions tested in baked pie crusts.

"Several spice fractions obtained from oregano and one fraction from sage possessed more 'carry through' antioxidant activity in baked pie crusts than did NDGA, although they were much inferior to NDGA when used in lard alone.

"Because spices are commonly used in food products in which the fat phase is in intimate contact with an aqueous phase, the antioxidant properties of spices in a simple oil-in-water emulsion system have been determined. In addition, studies on the antioxidant properties of several spices in lard, at room temperature, have been continued and further work on the isolation of antioxygenic substances from sage has been done.

"Twenty-eight spice samples have been evaluated in oil-in-water emulsions. Turmeric and mace possessed the highest antioxidant indexes in this system."

This work emphasizes the difference in behavior of an antioxidant in different vehicles.

Notes

The April *Givaudanian* has some "Thoughts on Cosmetics" which are pretty well thought out. . . . But I don't go along on the conclusions and criticism of the use of polyols



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in hand preparations. . . . Even so, a bouquet to the unknown author for good thinking. . . . Best wishes to another British contemporary. . . . *International Perfumer*, a quarterly up to now, also runs a newspaper type of monthly commercial news and technical digest. . . . A couple of good articles on lipsticks in the German *Parfumerie und Kosmetik* pages 81 and 122, 1954. . . . Dodge and Olcott are advising the trade that their fine library on the fourteenth floor of 180 Varick Street building in New York City, is available to flavor and perfume chemists. . . . It is staffed, equipped and up to date. . . . There is currently being circulated data on a double pressed stearic acid. It shows little discoloration on aging, has a maximum

iodine value of 7 and a titer of 53.9-54.4°C. Sounds worth investigating. . . . Canadian T.G.M.A. meets at Lake Placid, New York, White Face Inn on June 13-17. Welcome our Canadian friends with a good Yankee attendance. . . . Essential unsaturates are coming back into usage with a more realistic approach. . . . Now oleyl alcohol has been patented to be used along with lanolin to reduce its stickiness. . . . Found a new alkanolamide for thickening liquid cream shampoos that enables the incorporation of larger amounts of lanolin. . . . The Italian hydrogenated lanolin sample examined admittedly had no lanolin odor or color but the characteristic higher alcohol type odor is a problem too.

would appreciate your sending us a reprint of your article on solid colognes. We would also like to know where we may purchase the book entitled, *THE CHEMISTRY AND MANUFACTURE OF COSMETICS* as mentioned on page 175 of the March issue.
C.V.P., California

A. We are enclosing a reprint of the article on solid colognes which you requested. We are sorry to say that the book, *THE CHEMISTRY AND MANUFACTURE OF COSMETICS* has been out of print for over two years but a revision is in progress. We are sure that if you watch the advertising pages in *THE AMERICAN PERFUMER* during the Fall, you will know when it has been published.

1074: Cream Analysis

Q. Could you inform me whether there is a general procedure for the breakdown and analysis of an ointment, hand cream, etc. If there is no general procedure, could you inform me of some good references?

D.C.P., New York

A. In general the procedure for the breakdown of a cosmetic cream is much the same as for an ointment. We must assume that you know something about the possible composition of the unknown. If so, you will know whether to determine the ash or not. If it is an emulsion, the total solids at 105-110° for three hours is very important. Furthermore, if an emulsion, it should be split to determine the water solubles such as polyols, for example. From there on there will be an awful lot of variables which are pretty difficult to touch on at this point.

1075: Lanolin Deodorant

Q. We shall be much obliged if you would kindly give us some information and the name of aromatic chemicals to overcome the fat odor, the disagreeable odor of lanolin and of spermaceti; and also some formula of compound bases suitable for modern lipsticks.

—L.J., Japan

A. Regarding the deodorant for lanolin and spermaceti, if both products are sufficiently refined we find that they require no such treatment. In fact we have never seen spermaceti of such poor quality as to require deodorizing. As for lanolin, neroli and jasmin odors tend to blend with it. The amount of lanolin used should be small as should be the amount of spermaceti. Off hand we would think this problem is one that your perfume supplier could solve for you.

Questions & Answers

1071: Nail Goods

Q. We are interested in securing a formula for a nail polish remover and a cuticle remover. Do you also publish a book called *COSMETIC FORMULAS*? If so, we are interested in same. We are interested in securing all information possible relating to nail enamel, polish remover and cuticle remover, as well as lipsticks. Any information you can furnish will be greatly appreciated.

C.A.H., Ohio

A. We suggest that you buy a copy of Thomssen's book, *MODERN COSMETICS*, which is available from *THE AMERICAN PERFUMER* book department. There are two books by Ralph G. Harry on *MODERN COSMETOLOGY* as well, also available from *THE AMERICAN PERFUMER*. These books should give you the information you require, and while you are waiting for them, you might go to the public library and ask for either of the above books and also ask for a copy of the book, *THE CHEMISTRY AND MANUFACTURE OF COSMETICS* and read up on your problem.

1072: Latex Face Mask

Q. We would greatly appreciate your advice in the manufacture of a face mask made with Latex. There is very little literature available where technical data are given. We would like to know about the

following: (1) Can any perfume be used to overcome or rather mask the latex odor which is quite strong? (2) With what chemical could the drying of latex either be retarded or quickened? (3) What could be used to give latex a heavier body since it is quite thin ordinarily? With the mask a small bottle of oil is packaged. It is to be applied before and after using the latex cream. Would it be possible for you to suggest the ingredients of this oil? Upon shaking it turns somewhat cloudy.

H.I., Illinois

A. Regarding a Latex face mask, we presume you mean natural rubber Latex. We can give you no information for we have none. To overcome the odor of the latex, why not contact your perfume supplier? As to increasing the body of latex, we are afraid you will have to read the literature on rubber. This will also tell you how to enhance the drying rate of latex. As to the oil, apparently, it is a mixture of oil and water in which there is some emulsifying agent in either phase. Off hand, we would say the emulsifier was in the water phase. We are sorry to be so vague in our reply, but frankly, the last communication we had on a product of this type was before World War II.

1073: Solid Cologne Article

Q. We are enclosing a self-addressed stamped envelope and



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FRANCIS A. MINA, Ph. D.*

Glass Aerosols for Cosmetics

Fineness of spray of alcohol based products dependent on conditions other than pressure alone . . . What recent tests on safety of glass aerosols reveal



Dr. Francis A. Mina with glass aerosol

THE recent entrance of the glass aerosol package into the cosmetic field has resulted in unprecedented interest, both in this country and in other countries throughout the world.

Until the introduction of the *Ultra-Low Pressure System*¹ it had been generally accepted that aerosol products required pressures in the neighborhood of 40 p.s.i.g. at room temperature, in order to deliver a sufficiently fine degree of atomization. Our early experiments seemed to substantiate this belief as propellents, or propellant mixtures, having vapor pressures lower than 25 p.s.i.g. at 70°C, generally tended to eject the contents in the form of a stream or coarse spray. Samples of various products, including such cosmetic items as Colognes and Antiperspirants, packaged under such pressures in glass containers, appeared to be quite satisfactory in most respects. However, we felt that while pressures in the vicinity of 25 p.s.i.g. were relatively safe at the usual room temperatures, such pressures might be potentially dangerous if the glass packages were subjected to substantial increase in temperature as is fre-

quently encountered during shipment and storage conditions.

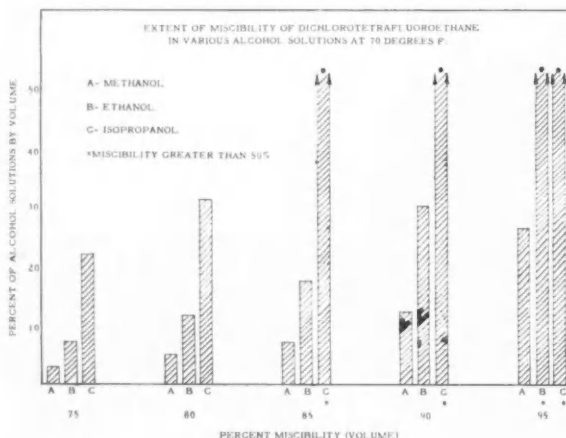
An earlier development emanating from our laboratories² demonstrated that aqueous-based products could be sprayed satisfactorily at pressures of approximately 15 p.s.i.g. Accordingly, an investigation was underway, looking into the possibility of utilizing equivalent pressures for alcohol-based products. During our investigation it was found that fineness of spray of alcohol-based products was dependent upon conditions other than pressure alone, the most important factor being the relationship between the extent of propellant miscibility and concentration of alcohol. A graphic presentation illustrating this relationship for dichlorotetrafluoroethane† propellant in various alcohols is given in Fig. 1.

This figure shows that as the concentration of alcohol is increased, the extent of propellant miscibility is proportionally increased. For example, at 70°F, dichlorotetrafluoroethane is miscible in 75% ethanol only to the extent of 7% by volume. In 80% and 90% ethanol, the extent of propellant miscibility is increased to 12.5% and 30% respectively.

We found also that the number of carbon atoms of

*Zonite Products Corp.
†Freon 114

Figure 1



the alcohols directly influences the degree of propellant miscibility. For example, the propellant is miscible in 80% solutions of the three alcohols listed to the extent of 5% in methanol having one carbon atom, 12.5% in ethanol having two carbon atoms, and 36% in isopropanol having three carbon atoms.

By utilization of substantially propellant-saturated alcohol-based solutions within certain critical ranges, satisfactory mist delivery of product was attainable with pressures as low as 11 to 15 p.s.i.g. at room temperature. While other propellents are usable, dichlorotetrafluoroethane was found to be the propellant of choice for a number of reasons:

1 *Non-irritating, non-toxic.* This is particularly important for propellents to be used in cosmetics, such as colognes and antiperspirants, which are used regularly on the skin, and in pharmaceutical products.

2 *Limited miscibility in alcohol solutions.* This factor makes it practicable to utilize only approximately 25% by volume of propellant, resulting in the use of a relatively high proportion of product. In the case of colognes, this is of especial importance, as the fragrance of essential oils generally is enhanced by a relatively high alcohol concentration.

3 *Low pressure.* The use of dichlorotetrafluoroethane as the sole source of propellant imparts pressures of approximately 11 to 15 p.s.i.g. at room temperature. The use of a single propellant is preferable to that of a mixture as it obviates the possibility of "selective distillation" of the lower boiling component of the propellant mixture which, under certain conditions, might result in pressures higher than anticipated or deemed desirable.

4 *Product stability.* This propellant has been found to display remarkable stability towards the essential oils thus far tested. Samples of delicate colognes kept at 130°F for more than 6 months showed no alteration of fragrance or color.

Safety of the Glass Aerosol

The introduction of any new development carries with it an inherent responsibility for adequate assurance as to the safety of the product and package. In general, the word "safe" is a relative term. "Safety matches"

under normal conditions of use, are considered safe, despite the potential danger of any material capable of causing a fire.

Low pressure aerosols in cans are considered "safe", and rightly so, despite the fact that under some unusual condition such as corrosion through the can, or allowing the pressurized can to remain on a stove or radiator, could result in damage and, lead to potential of legal action against the manufacturer.

While the *Ultra-Low Pressure System* is usable in any type of container, the logical choice is the glass bottle. Every precaution is taken to provide the strongest possible container, despite the extremely low pressures involved. While such bottles logically cannot be considered to be unbreakable, detailed safety tests have shown that when used with this system, they are both safe and practical. When higher pressures are utilized, it would preclude the use of such containers until further advances in glass technology are announced.

Safety tests

Extensive tests under the most severe conditions were carried out on uncoated two ounce glass bottles packaged with alcohol-based products, utilizing the *Ultra-Low Pressure System*. A comprehensive report, including statistical analysis of the results, will soon be published.

In these tests, the pressurized bottles were compared with various carbonated beverages in bottles. The selection of carbonated beverages to serve as controls in these tests was based on the fact that, despite their relatively high pressures, they are handled in most households by both adults and children, without undue apprehension.

Bottles under pressure at temperatures of both 70°F and 130°F were dropped from a height of four feet onto a cement-faced concrete floor. The 4 ft. height was selected for two reasons:

- 1) It is the highest point from which such bottles would be expected to drop under conditions of normal use.
- 2) It is the minimum height from which 100% of the control (beverage) bottles broke on the first drop.

In general, the results show that aerosols packaged in two ounce uncoated standard commercial glassware did not break as readily as the control bottles. Also, the extent of shattering in those test units that broke was considerably less than in the controls. It was interesting to note that while all the control bottles showed a tendency to shatter in all directions—including upwards—the units utilizing our *Ultra-Low Pressure System* generally shattered laterally—and seldom higher than 1 to 1½ feet.

It would be entirely erroneous to conclude that the introduction of the *Ultra-Low Pressure System* which makes the glass aerosol practical will affect significantly the packaging of aerosol cans. Rather, the glass aerosol should be considered as a vista into an ever-expanding field, making it possible to offer the consumer products having "push-button" convenience, which, because of the corrosion problem, had not been successfully packaged in cans.

The advantages of packaging in glass can be summarized as follows:



The glass aerosol offers an easy method of application, combined with inertness, stability, see-ability of an aesthetically-appealing container.

Inertness. Of prime importance is the relatively inert nature of glass which, when combined with suitably non-corrosive valves, eliminates the anxiety of possible reaction between product and packaging component—particularly with medicinal preparations, and with many delicately scented cosmetic items and expensive colognes.

Stability. The exclusion of air tends to minimize the alteration of delicate odors, as normally occurs during aging in the presence of oxygen and during evaporation of alcohol as occurs with the usual bulb-type atomizer. Deterioration of the rubber bulb of such atomizer is also obviated.

"See-ability." Because of the constant visibility of products in glass containers, the customer can readily judge when another unit is required, in advance of complete exhaustion of the contents.

Aesthetic. Many products are inherently attractive, being sparkling clear and beautiful. Glass aerosol packaging makes it practical to "dress up" not only the container but to command attention to the contents as well.

An almost endless variety of glass container shapes and designs is practical. Standard commercial glassware, suitably annealed, can be used. It is recommended that the minimum wall thickness be approximately 4 mm and broad flat surfaces and sharp corners be avoided, as these factors tend to weaken the glass structure.

Milady can have a variety of her favorite fragrances, always fresh, and instantly available at the slightest touch of her dainty finger.

References

¹ Proceedings of the 40th Annual Meeting of the Chemical Specialties Manufacturers Association, Inc. "Dispensing Products by Internally Produced Ultra-Low Pressure", Mina, Francis A. pp. 39-43.

² Modern Packaging, Jan. 1953. "The First Glass Aerosol".

Acid Mantle of the Skin

BEGINNING with the work of Heuss in 1892, the acidity of the human skin has been extensively studied in Europe and it is only quite recently that American dermatologists have given the subject their attention. Very little work has been published on the cosmetic significance of the acid reaction of normal skin. This is in contrast to about forty to fifty original research papers published on the dermatological aspects of the problem.

The pH of normal skin has been determined by many investigators and the repeated results vary between 5 and 6 for most people. The skin pH is best measured by means of a glass electrode assembly.

In 1929, Marchionini coined the term "physiological acid mantle" of the skin because he believed that the acid contained in the superficial sebum protects the skin and the body against the inroads of bacteria, fungi, alkali and other external influences. Later it was proven that the mere acid is not the reason for the bactericidal and fungicidal activities of the acid mantle. According to Peck and others, it is the perspiration acids which give this protection. The acid mantle itself contains quite a variety of ingredients, such as free acids, ammonia compounds and substances like protein or amino acids which can act as buffers.

The acid mantle is the first line of defense and it may be removed frequently during the course of the day. It is usually readily replaced. This replacement of the acid mantle seems to be a reaction triggered by the loss of this protective layer. There is some evidence that the speed of replacement depends on the method of removal.

The determination of pH values on various parts of the face show that although all testers had an acid pH, the individual values vary from person to person and from location to location. However, most of the values were between 5 and 6. Various cleansing agents, such as soap, water, alkaline and acid cleansing creams had different effects on different people depending on the ability of the skin to counteract outside agents.

A clear understanding of the function and capabilities of the acid mantle helps in the formulation of cosmetics and in selection of proper cleansing methods for the skin.—*Abstract of T.G.A.—A.S.P. paper by Otto Jacobi and Herbert Heinrich.*

Tomorrow's Gold Lies Deep

TODAY in sales, old tools and methods are being replaced by new techniques as the digging becomes harder. We in industry are now facing a change in marketing conditions.

Gold still lies beneath the surface but to get it will demand the combined skills and drive of the entire company, directed by an alert, prepared and progressive management.

Tomorrow's gold lies deep. Some farsighted planning, some modern digging techniques will find it. A coordinated, cooperative, specifically planned new product development program raised in the environment of an enlightened management philosophy is one major key to success.—*Wayne Holman before American Management Assn. conference.*



Good fellowship reigned in the suite of Firmenich & Co. Standing, left to right: Charles H. Milton, Gilbert Miles, William G. Foley, Robert Horrobin and E. T. Hinkel. Seated, left to right: Don Bush, Henry Gribon, William T. Egan and Edward Morrish.

Odor and Olfaction

PROGRESS made in the past four years in several branches of biochemistry has begun to illuminate the obscure mechanisms whereby chemical compounds act upon the olfactory organ to produce sensations of odor. Olfactory cells are nerve cells; every advance in the understanding of the manner in which cells are affected by chemicals constitutes a potential lead in our search for understanding of the process of olfaction.

Wald's brilliant exposition of the molecular basis of visual excitation is cited as a harbinger of similar enlightenment in the olfactory sense. Cells have been found to contain enzymes, localized on their surfaces, which provide points of attachment and of entry into the cell for chemical substances of the proper shape and attractability. Such entering substances can upset the balance in the cell, generating an electrical discharge which, in the case of a nerve cell, constitutes a nerve impulse.

Current odor theory is amplified by defining more exactly some features of molecular structure which appear to be concerned with odor production. Atomic groupings capable of reacting with cellular components are selected as those most likely to be operative in determining strength and quality of odor. The need for intensive biochemical investigation of olfactory mechanisms is pointed out.—*Abstract of T.G.A.-A.S.P. paper by Dr. Paul G. I. Lauffer.*

Soap and Detergent Perfumery

THE practical and effective perfuming of soap and detergent products involves the factors of suitability of fragrance type, compatibility with base odors, stability, availability and cost. In addition to fragrance and sweetness, perfumes for laundry and toilet use should

suggest cleanliness. Selection of type is also limited by the need to disguise normal stock odors and by the need for constancy of odor profile.

The stability of perfume in soaps or detergents is influenced not only by its composition but by the resistance of the medium to chemical change. Rancidity, discoloration or loss of odor strength results from the selection of unsuitable perfume components.

Compounding of a suitable perfume is facilitated by knowledge of the performance of single odorants in the intended product. Observation of the differential response of odorants to storage in the product under normal and accelerated aging conditions enables the perfumer to predict their value in regard to stability, capacity for disguising base odor and fragrance.—*Abstract of T.G.A.-A.S.P. paper by Everett D. Kilmer.*

New Lauryl Alcohol Sulfates

AS expected, the similarities among the various salts of fatty alcohol sulfates are greater than the differences. Since even minor differences may be very important in some applications, data is presented on a variety of physical and surface active properties. Little difference is found among these products, in surface tension lowering, wetting, odor, detergency and irritation properties. There are important differences, however, in color, solubility, cloud point, viscosity and foaming properties, particularly in the presence of lanolin. Based on these properties, suggestions are made of the best product to use in various cosmetic applications.—*Abstract of T.G.A.-A.S.P. paper by Serge Giers and Dr. D. Boido.*

Too many people quit looking for work when they find a job.—*The Item.*

Spot Check on Trade Practices

F. T. C. Chairman Howrey tells Toilet Goods Assn. at 19th annual meeting purpose and policy of the industry wide check up. . . . Merchandising and Advertising Panel a feature. . . . Trade Problems Considered



President John A. Ewald

TRADE practice rules, including pricing practices and promotional allowances voluntarily filed by cosmetic manufacturers with the Federal Trade Commission are being spot checked by the Commission to see if they are operating as reported. The purpose is to determine if the plans and policies have been put into actual operation and if not to bring about compliance with the trade practice rules. This was the basic theme of the address by Chairman Edward F. Howrey of the Federal Trade Commission at the 19th annual meeting of the Toilet Goods Assn. in the Waldorf Astoria hotel, New York, May 11, 12, and 13.

"In the last analysis," said Mr. Howrey, "members of the cosmetic industry are the only ones who can make the cosmetic rules work—and I intend to do everything in my power to help you make them work."

He pointed out that the rules do not have the force and substance of law. They are in the nature of advisory opinions. If the Commission invokes its formal procedures it must charge a violation of the law, not merely a violation of the rules. A violation of the rule may be a violation of the law providing all the statutory elements are present, as, under the F. T. C. Act, public interest, interstate commerce, injury to competition or deception of the public. The trade practice conference is a voluntary procedure whereby the

Commission through consultation and cooperation, rather than prosecution, helps business help itself.

He explained that the Commission is now making a spot check in different areas of the country to ascertain whether the sales plans as reported to it, are in operation, what the effect may be at the retail level and whether current pricing practices and promotional allowances are in compliance with the rules. The field investigation is designed to cover the industry as a whole. A number of major trading areas are being investigated in the east, middle west, far west and south. In each area the investigators examine several of the large departments stores, two or more drug chains, independent drug stores, leading beauty shops and cosmetic wholesalers or jobbers. The data to be secured will include manufacturers' pricing schedules, discounts, freight allowances, promotional allowances, promotional services or facilities furnished, cooperative advertising allowances, special deals, demonstrator services and the like.

When the spot investigation is done the Commission will decide whether the trade practice rules have done



Mrs. Charles Brown presents a basketful of edible dainties from Hawaii to President John A. Ewald after honoring both Mr. Ewald and Retiring President Davis Factor with the traditional lei—a symbol of regard. Charles Brown, at the left, is a member of the Honolulu Chamber of Commerce and with Mrs. Brown owns and operates the perfumery house of Brownly of Honolulu, Ltd.

the job or whether it must proceed on a wholesale case-by-case basis involving formal complaints. If the rules do not work the Commission will be compelled to promptly invoke its compulsory procedures. A few hard core violations will not be enough to discredit the rules as a whole. One of the purposes of the trade practice rules is to ferret out and pinpoint the willful violator.

The address, of which the foregoing is a brief summary, was the high light of the convention. Another highlight was the Advertising and Merchandising Panel Discussion, also on the first day of the meeting. Pierre Harang, with his usual skill, acted as moderator. Panel members were Mrs. Estee Lauder, J. I. Poses, Miss Van Davis, Dr. O. L. Tinklepaugh, Jean Despres and Meyer Katz. Mr. Poses pointed out that the companies which have come into the field in recent years and have prospered are those that have systematically planned their procedure. Miss Van Davis said that beauty products must convince a woman that they will make her more glamorous and convince her so that she will become a consistent buyer. Jean Despres sounded the clarion for more original promotion. Dr. O. L. Tinklepaugh felt that efforts should be centered around these factors: Experimentation to determine what qualities women prefer; packaging to make the product attractive; and the sales story to tell the advantages of the product. Mrs. Estee Lauder declared that business could always be found if the consumer was reached at the retail level. She advocated concentrating on a few items and while selling them, providing the full story for their use. On the whole Meyer Katz felt that the toilet goods business was in good shape.

New Officers

The following were elected officers of the association for the coming year:

President: John A. Ewald, president of Avon Products Inc.

Vice Presidents: A. E. Johnston, Colgate-Palmolive Co. in place of H. J. Lehman of the Wildroot Co. who resigned; Jean Despres, Coty Inc.; Pierre Harang, Houbigant Sales Corp.; and Charles T. Lipscomb Jr., Peppodent Div. Lever Bros. Co.

Treasurer: Philip C. Smith, Yardley of London, Inc.



T. G. A. Prize Winning Package of Velo Derma combining classic beauty and modern packaging in a complete set of treatment preparations.



Veteran William G. Mennen, George Mennen and Leonard V. Colson (front), pose before the display of the company's packaging of the Mennen Men's line which won the Charles S. Welch Packaging Award. It was the third award this year for the company's new package program launched this year.

TOP ROW

Left:

Dr. Peter S. Heilperin, Robert C. White, Lowrey A. Weed Jr., Robert Strain, Robert Hennessy and J. Middleton await the call for luncheon

Right:

William H. Barlow, Henry Eickmeyer, Dr. H. J. Thoderon and W. H. Meyers found much of interest in the joint TGA Scientific Section—Society of American Perfumers session

SECOND ROW

Left:

Maurice Couderchet and Basil Pegushin discuss the likelihood of the complete elimination of the cosmetic excise tax

Right:

If the industry can jump from a volume of a little over a half a billion dollars in 1943 to a little over a billion dollars in 1953 what will it be five years hence? This question vastly interests Carl Pacifico, Albert Shansky and Ben Perry, standing; and Norbert F. Smith and Lee Feltz, sitting.

THIRD ROW

Left:

The refreshing atmosphere and hospitality of the Albert Verley & Co. suite proved to be a mecca for the members. Left to right: Lawrence Carter, Raymond Strobl, Niels C. Neustrup, Henry T. Hillard and J. H. R. Stephenson

Right:

A peek into the well attended suite of the American Alcolac Co. revealed an enterprising group composed of: Standing left to right—Vova Blinoff, president; John Andre, B. W. Brusseau and Serge Giers; and seated—Henry Hillard, Ted Elder, Arthur Smith and Robert Thomas. Mr. Brusseau was frequently mistaken for Vice President Richard Nixon.

BOTTOM ROW

Left:

Harold Hutchins, associate publisher of Family, a skillfully edited and informative publication distributed through drug stores wins the congratulations of Arthur Sasso, Harry J. Lehman and J. N. Conover on the latest issue

Right:

Newly elected director of the T. G. A. representing associate members Dr. Victor G. Fourman harkens to suggestions from Irving Bennett, right, while Dr. Sol Gershon, center, listens to the advice



Secretary: William F. Denney Jr., Frances Denney.
Directors for three year term: B. L. Emery, Chesebrough Mfg. Co.; William Hunnefield, Jean Nate Inc. and Northam Warren Jr., Northam Warren Corp.

Directors re-elected for three year term: Edward J. Breck, John H. Breck Inc.; Oscar Kolin, Helena Rubinstein, Inc. and Wrisley B. Oleson, Allen B. Wrisley Co.

New Directors representing Associate Members: Dr. Victor G. Fourman, Syntomatic Corp. and Paul E. Roehrich, Richford Corp.

New Director for two year term: Robert E. Schwartz, Wildroot Co.

Reports by Officers

Davis Factor, president, reviewed the activities of the association and the developments in the industry in the past year. He assured the members that the association would work aggressively and constructively for the complete elimination of the cosmetic excise tax at the earliest possible moment. After reviewing the record



Optimism was expressed by Gene Moore, Paul Roehrich, Dr. I. R. Hollenberg and George Tombak in a friendly discussion on the business outlook



Van Dyk & Co. appropriately celebrated its golden anniversary with a reception at the Waldorf-Astoria during the convention. Seated, left to right: Ray J. Baker; Mrs. Samuel Isermann, president; Miss Helen V. Shanahan, secretary; Dr. Samuel Kreps, chief research chemist; and George F. Sherrill. Standing, left to right: Herbert M. Levetown; Jesse H. Starkman; Herbert Linne; John O'Day; Walter Mueller, vice-president and sales manager; and Frank Pull.

TOP ROW

Left:

When Dr. Everett Saul, Ernest Sloan, William Zuckerman and Frank Brumburgh get together around a table a sound scientific discussion is bound to take place

Right:

The business outlook is brighter according to this cheerful group. Standing left to right—Carl Wellenkamp, Roy W. Hagelin, Arthur C. Gogarty and Edgar Ellis. Seated—Nathan Fretz, Connie Zannis and Herbert Thornley

SECOND ROW

Left:

Three perfumers chat with Mrs. William McQueen: Dr. J. J. Martinat, Frank J. M. Miles and Paul Lelong of Firmenich & Co.

Right:

Many things about packaging were discussed by these well informed gentlemen: John Duncan, Robert Schaaf, J. Blaine Walker, J. H. Majesky and George Sands

THIRD ROW

Left:

Charles Oestreich enjoys a well told anecdote by John H. Majesky who takes delight in his friend's merriment

Right:

This attractive quintet is made up of: Standing, left to right—Michael Oleyar, Richard Penfield Jr. and George H. Blake. Seated—Miss Rita A. Caron and Reginald Fairbanks

BOTTOM ROW

Left:

Jean Nate and Alec Koswick enjoy a little confab just before the luncheon

Right:

Former associates in a former duPont division: Herbert Thornley, M. J. Cappola, A. J. Mallegol and George J. Tombak



sales of the industry he gave a timely warning against complacency. He felt that the industry was far from the saturation point.

The proposal advocated by the Randall committee to double the duty free limit and permit \$1000 in merchandise to be brought in from foreign countries by any individual every six months was condemned by him.

In his complete resume of the work of the association in the past year S. L. Mayham, executive vice president, discussed the work done to reduce the excise tax; the relations with the Federal Trade Commission; the work that is being done to clear up the situation with respect to the trade practice rules and problems presented by food and drug enforcement, a new philosophy of which he described as "the philosophy of protecting the public against every hazard of living." In this connection he discussed the ban on coumarin and on three colors.

A luncheon Wednesday honored the officers of the Toilet Goods Manufacturers Assn. of Canada. The address of Griffing Bancroft, Washington correspondent, was a feature.

As usual the report of Counsel Hugo Mock was terse and informative covering legal aspects of the industry.

Scientific Section Meeting

Added interest was provided at the Scientific Section meeting because it was a joint meeting with the American Society of Perfumers. Dr. Sophie Plechner presided. Four papers were presented by the American Society of Perfumers all of which were well received.

The complete list of papers presented follows: New Lauryl Alcohol Sulfates, Serge Giers and Dr. D. Boido, American Alcolac Corp.; Installing Statistical Controls in Toilet Goods Manufacturing, Martin A. Brumbaugh, L. B. Dobie and W. C. Frey, Bristol-Myers Co.; The Acid Mantle of the Skin, Otto Jacobi and Herbert Heinrich, Kolmar Research Center; Recent Progress in Odor and Olfaction Biochemical Approaches, Dr. Paul G. I. Lauffer, George W. Luft Co.; Some Aspects of Soap and Detergent Perfumery, Everett D. Kilmer, Lever Bros. Co.; Perfuming Aerosol Products, R. A. Foresman, aerosol consultant and Raoul Pantaleoni, van Ameringen-Haebler Inc.; and Preliminary Investigation of the Application of Infrared Spectroscopy to Perfume Mate-

rials, Ernst T. Theimer, van Ameringen-Haebler Inc. and Stanley Freeman, Benzol Products.

Golf Tournament Washed Out

The fourth annual golf tournament at the Winged Foot Country Club, Mamaroneck, did not take place on account of heavy rain. However the numerous golfers who gathered at the club enjoyed an interesting afternoon in the attractive clubhouse, due to the work of the golf committee composed of Paul E. Forsman, chairman; Sidney A. Finer, Philip J. Heinle, John E. Gabrielsen and James H. R. Stephenson.

Winners of Packaging Awards

Joseph Keho, chairman of the Charles S. Welch Award Committee, presented plaques to Velo-Derma Ltd., a division of Charles of the Ritz Inc. for the most outstanding package in the price classification over one dollar and to the Mennen Co. for items of one dollar or under. The presentation was made at the Tuesday luncheon and Richard Salomon received the award for Velo-Derma Ltd. and William C. Mennen Sr. accepted the award for the Mennen Co. Members of the award committee in addition to Joseph Keho, chairman, were George A. Holloway and Joseph S. Stein.

CIBS Award to Three Scientists

Three scientists associated with the Sterling-Winthrop Research Institute: E. T. Hinkel, Jr., Dr. F. C. Nachod and Dr. M. L. Tainter were awarded the annual \$250 award of the Cosmetic Industry Buyers & Suppliers for the best scientific paper presented in the past year before the Scientific Section. The awards were made by William Fairhurst, president of CIBS.

New Chairman of Scientific Section

Dr. L. D. Apperson, Colgate-Palmolive Co., succeeded Dr. Sophie Plechner of Carter Products Inc. as chairman of the Scientific Section and Dr. Dan Dahle, Bristol-Myers Co., was elected vice chairman.

Convention Committee

The convention committee was made up of six men with H. Robert Miller as chairman and five women with Miss Kathryn Colton as chairman. Other members of the committee were Chauncey M. Depew, John Duncan, Lee Simmons, John L. Foy, Norman Liman; and the Misses Neva Bradley, Carolyn Jackson, Frances A. Kiernan and Margaret Ryan.

Program Committee

The program committee was composed of C. N. Granville, J. A. Danilek, A. E. Johnston, William Denney Jr., C. T. Lipscomb Jr., Miss Clara Ogilvie and H. J. Brooks, chairman.

Licorice, which for more than 40 centuries has tickled mankind's sweet tooth, is now engaging the attention of American industry for applications as diversified as tooth paste and electro-plating solutions, a flotation agent for separating ore from waste and as an ingredient for rubber.



Lee Simmons of the Convention Committee chats with Miss Neva Bradley at the Convention desk

S. C. C. Honors Woman Scientist



Some of the Speakers at the Society of Cosmetic Chemists Spring Meeting: Front row, left to right: Walter J. Hamburger, Raymond Stevens and D. W. Brookfield. Back row, left to right, W. C. Griffin, Gerald Oster, R. S. Manly and Norman Rosenthal.

Mrs. Eunice Thomas Miner, executive director of New York Academy of Sciences elected honorary member . . . Eight timely scientific papers attract large audience to two sessions

THE presentation of honorary membership in the Society of Cosmetic Chemists to Mrs. Eunice Thomas Miner, executive director of the New York Academy of Sciences and the reading of eight technical papers featured the semi-annual meeting of the association in the Biltmore Hotel, New York, May 14. The sessions were well attended and as usual every table was occupied at the luncheon, at the conclusion of which President Donald H. Powers presented the scroll of honorary membership to Mrs. Miner. Kenneth L. Russell acted as toastmaster. The efficient work Mrs. Miner has done in building up the membership and directing the work of the New York Academy of Sciences was stressed in the presentation speeches and Mrs. Miner responded by paying tribute to the work of the Society with which she is proud to be identified.

The papers read at the sessions were: "Enzyme Inhibitors for Dentifrices," R. S. Manly, Tufts College Dental School; "Theory of Viscosity," W. B. Brookfield, Brook-

field Engineering Laboratories; "What Management Expects of Research," Ray Stevens, Arthur D. Little Inc.; "What Research Expects of Management," Walter J. Hamburger, Fabric Research Laboratories; "Calculation of HLB Values of Nonionic Surfactants," W. C. Griffin, Atlas Powder Co.; "The Chemistry of the Disulfide Linkage," Gerald Oster and N. A. Rosenthal, Polytechnic Institute of Brooklyn; "Lipsticks, Their Formulation, Manufacture and Analysis," A. L. Fishbach, Oxzyn Co.; and "Experiments on the Epidermis of Animals of Value to the Cosmetic Chemist," E. O. Butcher, College of Dentistry, New York University.

Enzyme Inhibitors

A COOPERATIVE study entitled, Inhibitor Survey Program, has been in progress at Tufts College Dental School since January 1953. The purpose has

been to make a study of the ability which a wide variety of compounds may have for inhibiting acid formation by salivary sediment. The aim is to disclose those which may be potentially of value as inhibitors for dental caries. During this period of time, more than 1300 compounds or substances from 65 sources have been studied.

The procedure is classed as a "primary" screening process but it imposes more requirements on the successful compounds than do the usual salivary tests. The procedure gives positive values for those substances which are able to diffuse through a gelatinous protein mass similar to that found on human teeth, which can inactivate in some way the process by which enzymes form acid from sugar within this bacterial mass, and which also remain bound to the sediment sufficiently to give inhibition for a period of one or more hours. The usual salivary tests for inhibition do not require diffusibility or adsorption.

Nearly 200 of the total substances tested can be classed as amines containing no other groupings except perhaps alcohol, ether or ester. Among these were 34 substances tried in 10% propylene glycol as a solvent which has been shown to promote activity, at least among the alcohol derivatives. There are 8 showing over 70% inhibition. The remainder have been tested in water. The C_{10} primary or tertiary aliphatic amines were shown to have inhibitory powers perhaps by action as adsorbed buffers. Compounds with fewer carbons in the chain or higher molecular weight were inactive. Certain ethylenediamine derivatives containing moderately long alkyl radical on one nitrogen and a short or no substitution on the other showed considerable activity as did also similar groups of compounds, the imidazoline and piperazine derivatives.

The program is called a primary screening procedure since it calls attention to reasonable numbers of compounds that merit further study. Promising chemicals should be subjected to additional tests involving questions of toxicity, of rapidity of penetration within the period of time that dentifrices are used, and of duration of action for periods up to 24 hours. Finally there should come tests *in vivo* by subjects using dentifrice. It is recommended in general that a series of screening techniques be used, each succeeding one more exacting and perhaps more costly than the one before.—*Abstract of S. C. C. paper by R. S. Manly, Tufts College Dental School.*

Approach to Viscosity

FUNDAMENTAL rheology, as the "science of flow," is discussed with particular emphasis on thixotropy and plasticity. Problems due to the vagaries of rheological behaviour are shown to be universal and the desirability of transmission of information between dissimilar fields is demonstrated. The advantages and disadvantages of the principal methods of testing are discussed and available types of instrumentation reviewed. The growing awareness of the importance of "multi-point" measurements is explained. Some of the "viscosity" problems of the cosmetic chemist are dealt with from the viewpoint of the measurements required. Some "in-plant" materials handling problems are created by rheological properties and require close co-

TOP ROW

Left:
Dr. Arthur Cade and Dr. Emil G. Klarmann exchange ideas on the trends in the formulation of dentifrices

Right:
Allen Shade and Earl Booth enjoy pleasantries with Miss Danute Pajaujis

SECOND ROW

Left:
A distinguished chemist, Dr. Dan Dahle greets a distinguished performer, Roy J. Huttleston

Right:
Gert Keller watches attentively while Herbert Sommer stresses an interesting point in one of the papers to Dr. K. T. Keller and George McCarty

THIRD ROW

Left:
Business executive and composer W. Kyle Sheffield discusses the excellent publicity work for the association directed by Savery F. Coneybear, chairman of the committee

Right:
Henry S. Speel, Maison G. deNavarre and James Baker appear to be diverted by some passing fancy while Lee Feltz follows the strict army tradition of "eyes forward."

BOTTOM ROW

Bottom left:
Three authorities on cosmetics: Dr. Emil G. Klarmann, Dr. J. L. Thomson and Dr. Donald H. Powers, president, discuss some of the economic problems confronting the industry

Right:
Dr. Roy W. Miner toasts his accomplished wife Mrs. Eunice Thomas Miner, elected an honorary member of the Society in recognition of her scientific interest in cosmetics

operation between chemist and engineer. Product quality and end use plus customer acceptance are discussed in terms of viscosity control.

A plea is made for better communication between instrument users and instrument manufacturers to insure that design and construction features will be practical and the parameters chosen will meet, to the extent of current knowledge, future needs.—*Abstract of S. C. C. paper by D. W. Brookfield and W. B. Brookfield.*

What Management Expects of Research

THE author deals with the question under the following headings: supplementing management's activities in providing imaginative effort toward sound growth; and a responsible source of advice on high-level planning.

Research personnel is discussed with reference to technical background, initiative, alertness, general knowledge of industry, and ability to apply known knowledge to industrial problems.

Research and its relation to management and the different roles each plays within the structure of a business is portrayed.



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Mr. Stevens concludes with a discussion of how much management can wisely spend on research whether the management is large or small and how it can obtain the best possible results from the money expended.—*Abstract of S. C. C. paper by Raymond Stevens.*

Epidermis Experiments

THE effect of several oils, fats, and fatty acids on the epidermis were demonstrated by photographs of histological preparations. The extent of their penetration as shown by fluorescence was described. Linoleic acid for instance has been found to penetrate the skin rapidly and is found 10 minutes after the application, in the capillaries. Lanolin is mainly retained in the outer strata of the epidermis. Radio-active iodinated linoleic acid is mainly confined to the epidermis as shown by radioautographs. Much of it is lost as the epidermal cells are shed.

Observations show that a thin epidermis and a dry brittle corneum are associated with a low metabolism and fluid content of the skin. As the metabolism and fluid content increases, a thicker epidermis and a definite granulosum appear. Fluid loss from the skin is the least when the epidermis is thin and a brittle corneum exists. Linoleic acid penetration is greatest when the epidermis is thin and the least when the thicker epidermis is associated with high metabolism and high fluid content of the skin.—*Abstract of S. C. C. paper by Earl O. Butcher.*

Calculation of HLB Values of Nonionic Surfactants

THERE is a tremendous number of commercially available surfactants for the cosmetic industry. This multiplicity of products often hinders rather than helps the cosmetic chemist in his choice because there is no complete method of classifying surfactants according to behavior.

The HLB system of classifying a surfactant according to the Hydrophile-Lipophile Balance has been proposed as a start for devising such a system. As originally determined, HLB values were calculated from the emulsification results obtained in a large number of comparative tests. The amount of labor involved in obtaining a single value prohibited the determination of a large number of these values.

A method of calculating HLB values for most nonionic surfactants is discussed and calculated values for a number of products are presented.—*Abstract of S. C. C. paper by W. C. Griffin.*

Chemistry of the Disulphide Linkage

THE importance of the function of the disulphide linkage in protein structures is widely appreciated, in particular, in its application to permanent waving. Nevertheless, there are conflicting theories regarding the chemical reactivity of this bond. It is the purpose of the talk to elucidate the factors operative in disulphide cleavage with illustrations taken from our own research.

The problems to be discussed include questions of bond strength and disulphide cleavage, effects of pH on the strain of the bond as shown by the ultraviolet spectra, and the detailed mechanism of the disulphide cleavage. These questions will be tied in with the practical problem of permanent waving of hair.—*Abstract of S. C. C. paper by Gerald Oster and Norman A. Rosenthal.*

Formulation of Lipsticks

LIPSTICKS are formulated with an oil base—usually with castor oil or its derivatives—to act as a carrier for the insoluble lake colors and a partial solvent for the brominated fluoreseins. Mixtures of waxes are used as hardeners and to otherwise affect the texture and properties of the stick. By varying the proportions of beeswax, ozokerite, candelilla, and carnauba waxes, hardness, strength, and resistance to temperature changes can be controlled. Lanolin and its derivatives, mineral oil, petrolatum, and partially hydrogenated vegetable oils are used as emollients. Creaminess, ease of application, etc., are controlled by addition of lower aliphatic and polyol esters of fatty acids. High stain lipsticks utilize a solvent for the brominated fluoreseins. Propylene and polyethylene glycols, as well as their esters, are most commonly used for this purpose. Coupling agents to keep the dye solvent in solution with the waxy materials are advisable. Ricinoleate esters are effective for this purpose. About 10% lake color is used to secure the mass tone and lip tone of the lipsticks. About 3% of brominated fluoreseins are used as lip stains. Colors are mixed with oil and ground through a roller mill. Waxes and other ingredients are separately melted and added to the color in oil. (Flow sheets of the process were shown.) Tests for melting point, and resistance to rupture, heat, and humidity were described. Methods for dye and lake content were given.—*Abstract of S. C. C. paper by A. L. Fishbach.*

Cosmetic Excise Tax Collections

COSMETIC excise tax collections in 1952 and 1953, and also in January, 1954 are given in the following table:

	1954	1953	1952
January	\$ 8,147,000	\$13,123,480	\$11,547,853
February	29,489,000	13,859,961	14,338,420
March	1,957,000	7,805,077	7,248,879
April		9,236,101	8,218,865
May		9,286,470	9,174,622
June		8,875,000	8,253,649
July		9,996,000	9,357,443
August		5,964,000	8,849,488
September		370,000	8,523,241
October		8,204,000	8,439,370
November		19,912,000	7,878,976
December		536,000	10,432,117

It may be noted that cosmetic tax collections beginning with September, 1953 appear to follow an irregular course. This is due to the change in the system for collecting these taxes on a quarterly instead of on a monthly basis.

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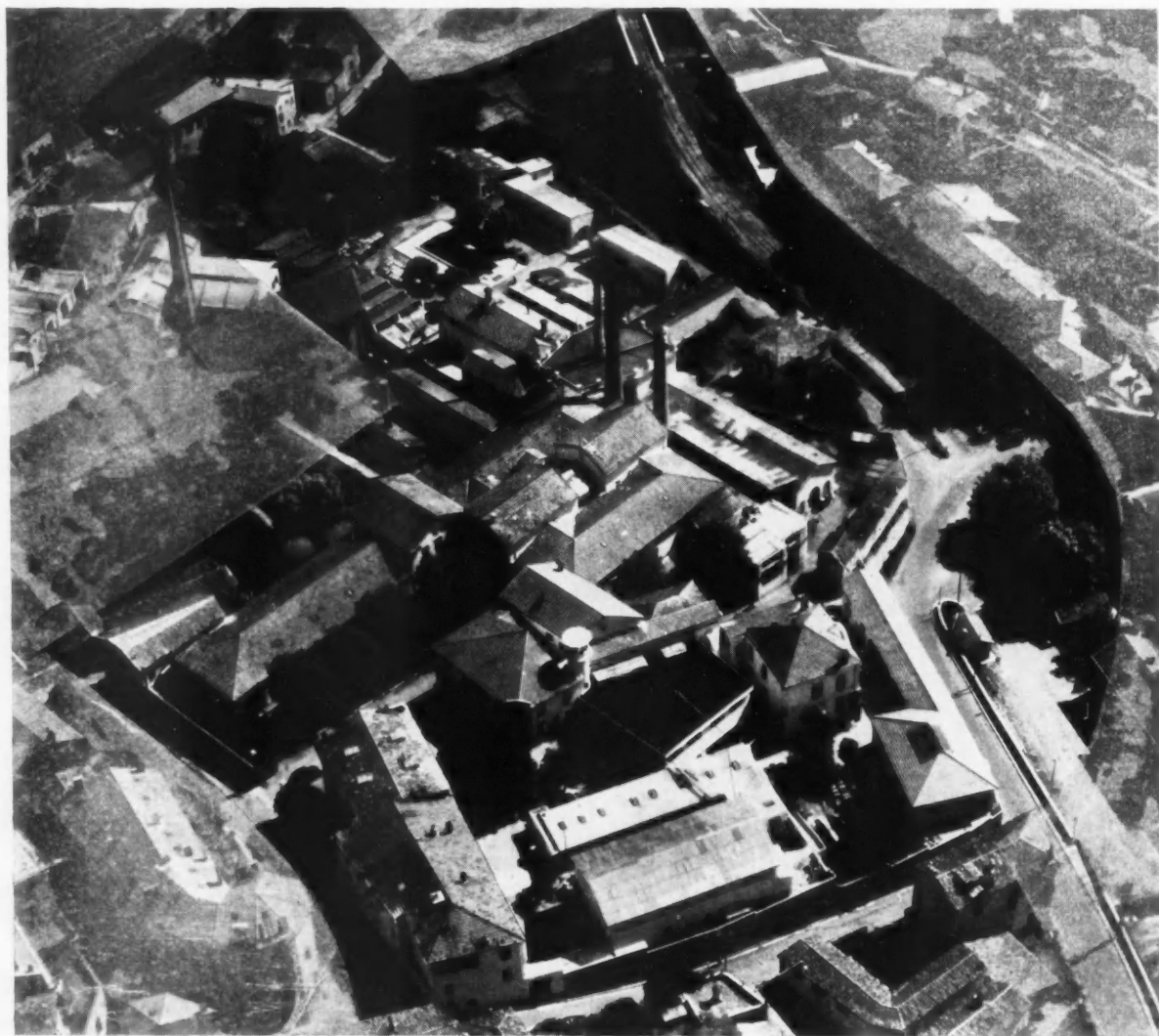
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& Essential Oil Review

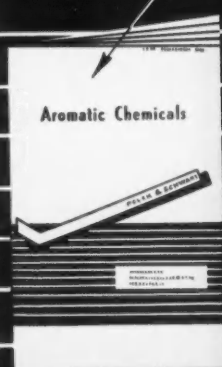
June, 1954 445



Aliphatic Aldehydes

Aldehyde C 8 to C 12
Aldehyde C 12 to C 18
Aldehyde C 18 to C 22
Aldehyde C 22 to C 28

POLAK & SCHWARZ



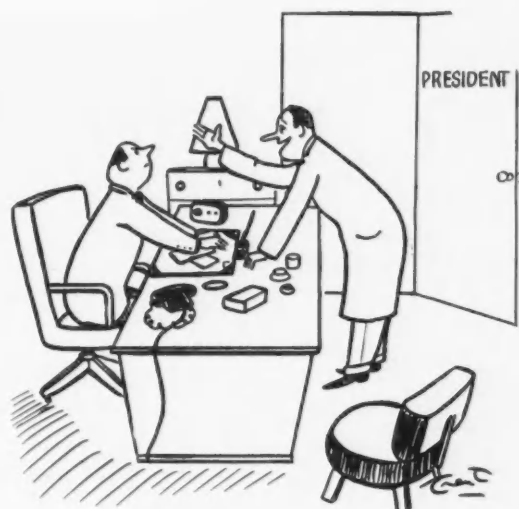
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PIERRE HARANG*

How Perfumers Can Give More Service

Why finished goods manufacturers welcome more intimate contacts with creators of fragrances Importance of simple, sober but attractive bottles and boxes How to overcome the gift problem



SOME time ago I asked myself "How could it happen that a man who had his start in the toilet goods field some 30 years ago in the production end of the business, but who for the past 25 years has delved mostly in problems of selling, marketing, distribution and other aspects of merchandising in the fragrance field, had come to the point where he felt that he had no kinship with the people who really created the preparations he was selling?"

It struck me that some solution had to be found to remedy that situation, not for myself alone but for many others who occupy positions similar to mine in the industry. While I was fully cognizant of my own share of responsibility for losing the contact I had had with perfumers when I first started in this business it occurred to me that all of the responsibility was not mine nor that of the others who occupy positions similar to mine. That raised the question: "Should the perfumer remain in his ivory tower?"

Responsibility of the Perfumer

In discussing this thought with several friends whose primary activity is also in sales, advertising and promotion it appeared that they agreed with me that while they are to blame in part, the perfumer shares, in their opinion, a greater part of the responsibility.

Why? Well, because by and large, the perfumer considers his job completed when he has created a fragrance or a perfume which the company for whom he works or to which he is going to sell the composed essential oil creation has agreed to use his perfume or fragrance.

He fails to sell his creation through. He fails to sell the idea that he must have had in mind when he created it. He does not try to convey what he has attempted to express in his perfume. He doesn't sell his creation to those people who are going to sell it in the form of a finished product.

*Vice President in Charge of Sales, Houbigant Sales Corp. Abstract from lecture before American Society of Perfumers

In many cases the man in charge of sales of finished goods, who in theory has nothing to do with the production end of the business, is not even seen by the perfumer whose relations usually are with the president of the company or the vice president in charge of production.

Now you may say, "But how can I do that? How can I, a perfumer for an essential oil house, see anyone else but the fellow who is going to place the order—whose job it is to interview perfume suppliers?"

Well, I can only liken such a problem to that which confronted us—salesmen of the finished products—years ago; and that fortunately we managed to solve, at least to some extent. It became evident to us that to contact the buyer of a retail store—be it a department, a chain drug or an independent drug store—was only part of the job. The buyer function in a retail establishment is unfortunately limited primarily to the placing of an order as small as possible and on the most profitable basis in terms of dollars and cents for the store.

The result is that today any salesman worth his salt will manage to see the boss or the merchandise manager or the promotion manager, and, more important than anyone else, the sales girls whose knowledge of the product and its potential is paramount to its success.

Don't ask how we did it without hurting the feelings of the buyer. There is no set formula; it varies with each customer. All I know is that we did it and to this day a salesman of mine will hear plenty from me if I walk with him into a store where he doesn't know all of those people whose cooperation is essential to the successful resale of the products in which I am interested.

To this you may also say, "But that is a salesman's job—and I am not a salesman." To this I can only reply "You will help us,—we, who are trying to sell the finished package whose contents you have created—and you will help yourself if you see us and tell us all you know about the product."

You may also say: "We are artists; we don't want to

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sell." True, you are artists, but surely you want to be successful artists. We have justly claimed that a good fragrance is a work of art because basically its appeal is emotional. That is also true of a good oil painting. But does the successful painter merely paint? No, he goes further. He surely has something to say about the selection of the frame within which his canvas is going to be displayed. He surely has something to say about the selection of the art gallery where it will be exhibited. Surely, also, he has something to say about the timing of its exhibition.

Don't you really think that at least to a greater extent than you now do, that you should say something about the frame of your creations—in this case the package, the presentation—in which it will be offered to the consumer?

Outstanding Successes in Sober Packages

Going back to the real start of the perfume business in this country, at the end of World War I, it seems evident that the really successful perfumes have been packaged smartly—with distinction but along rather sober or classical lines—whereas few, if any, of the perfumes very elaborately packaged in fancy presentations have managed to establish themselves as real successes over a period of time. If anything, they have been a "novelty" type success. It seems unnecessary to name perfumes in fancy presentations which flopped or which were but flashes in the pan. Many such will readily come to mind if you give the matter some thought.

But I think it advisable to name some of the perfumes on the positive side of the picture: Chanel No. 5, Arpege, Tabu, Tweed, L'Origan and Quelques Fleurs. Were not all of these perfumes which proved to quite a degree to be milestones in the perfume business presented in simple, sober but smart and attractive bottles and boxes? Even Shalimar is packaged in what I would call a classical though beautifully simple presentation as contrasted with some of the package ideas developed in the past fifteen years. Think this over. Truly successful perfumes have not depended exclusively upon the fancy type presentations that so many perfume houses have unfortunately thought advisable.

And this brings up another point: There is a feeling expressed quite often by people not connected with our industry, that all of the money in the perfume business goes into the bottle or the package plus the advertising, rather than into the product itself. Such a feeling obviously does harm to the development of the perfume business. It is responsible for the number of perfume bottles which many—too many—women display *unopened* on their dressing or vanity tables. It is responsible for the fact that an overwhelming proportion of perfume bottles reach the women in the form of gifts.

Error of Fancy Presentations

I, for one, will always preach that an industry which depends primarily and exclusively on the gift angle, will have trouble increasing its business. Women will always use more of a product which they purchase themselves for their own use and that is why I am opposed to the fancy presentations in perfumes. I hope that you agree and that you will fight that battle also.

There is another observation which leads me to believe that contact between the perfumer and those who

sell the finished product should be improved and be closer. When Toni came into the picture there were important organizations specializing in hair goods. Yet none developed the home permanent business. It took two then unknown brothers to do so—while surely some of the research men in the then existing hair goods companies must have had the idea as well as the Harris brothers.

When two years ago the then little known Carter Products, Inc. started Rise as the first aerosol shaving cream, surely many research chemists at Gillette, Colgate and other important firms in the shaving cream field must have thought of the idea. My point is that they failed to sell it to their own companies. I agree that a concern which has a well established line of articles in one field might hesitate more about going into a new product which may interfere with its established business; but I can assure you that the sales manager of these concerns will listen to new ideas with more receptive ears and minds than the buyers or vice presidents in charge of production.

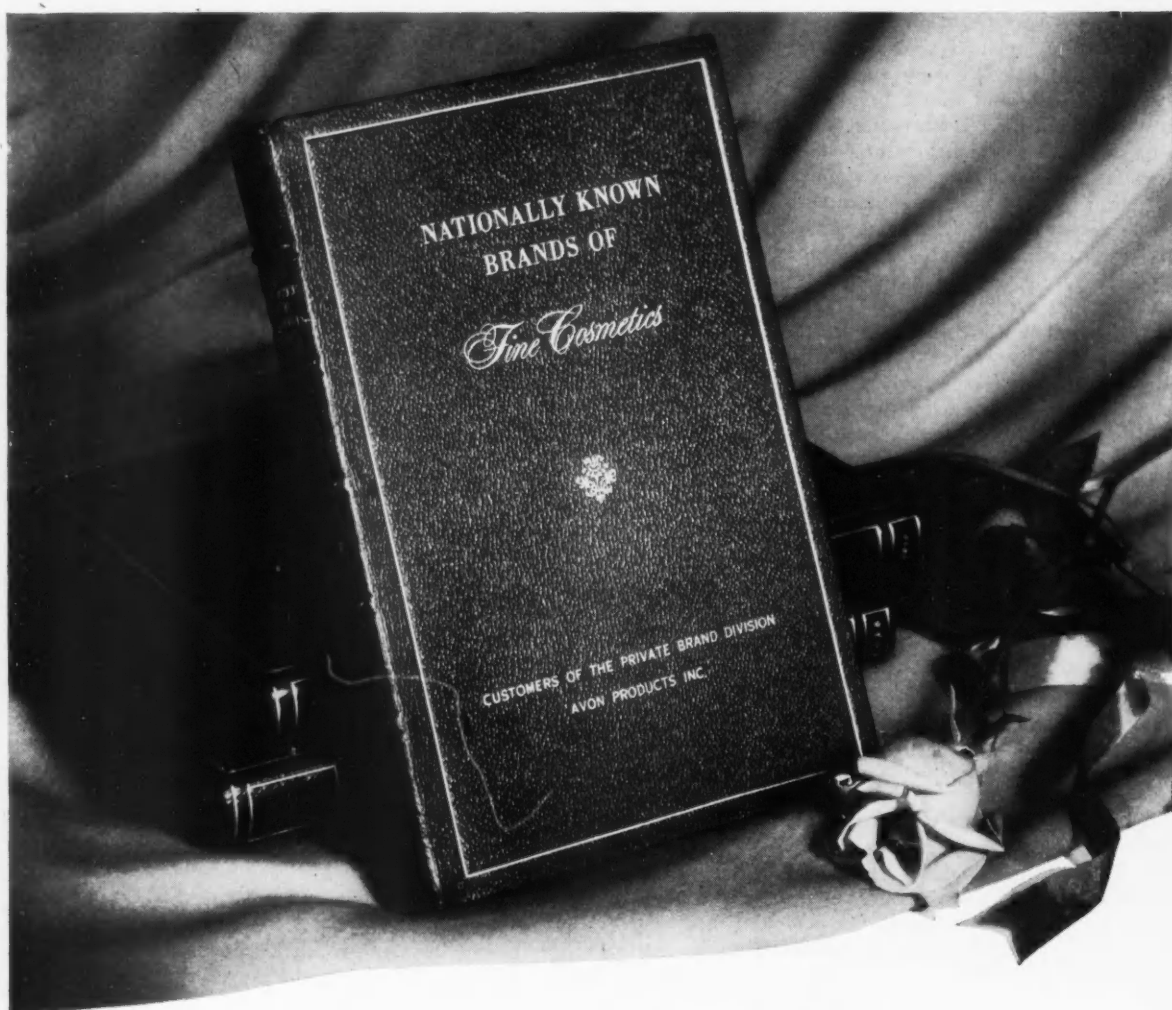
Let us take one last late example actually in the fragrance field. I can assure you that many vice presidents in charge of sales of important firms in the fragrance business were astounded when they saw a splendid but small house like Carven come out first with a glass container filled with a cologne under pressure. How come they didn't know?

Most assuredly I agree that one has to pioneer a new idea. But why is it that apparently it is always a smaller organization rather than a large one which seems to do so? Isn't it in part due to the inability of the research people to contact enough of their associates to sell them the idea? Please do not misconstrue this. I am not attempting to minimize the worth, the value and the importance of the vice president in charge of production; but I can assure you he will move faster if the usually forceful guy in charge of sales is in the know and pushes him along.

What I have attempted to say makes it pretty evident that you, my friends, have to fight more for your beliefs, for your new ideas. You have to spread your knowledge and your contacts and play a greater part in the perfume and fragrance industry. I know that many of us in the finished goods part of the business would profit from the greater knowledge which would accrue to us if we saw more of you perfumers and vice versa. It seems pretty definite that the more each one of us learns about the other phases of the industry in which we are interested, the better equipped all of us will be.

Aerosol Perfuming

PURE perfume components comprising 25 representatives of the principal chemical functional group and 5 natural essential oils were made up in aerosol colognes and shave cream preparations. Olfactory evaluations of the effect of propellant gases on perfumes under various storage conditions were carried out. Correlation of accelerated storage testing with extended time storage is not conclusive. Certain functional groups appear more stable than others.—*Abstract of T.G.A.-A.S.P. paper by R. A. Foresman and Raoul Pantaleoni.*



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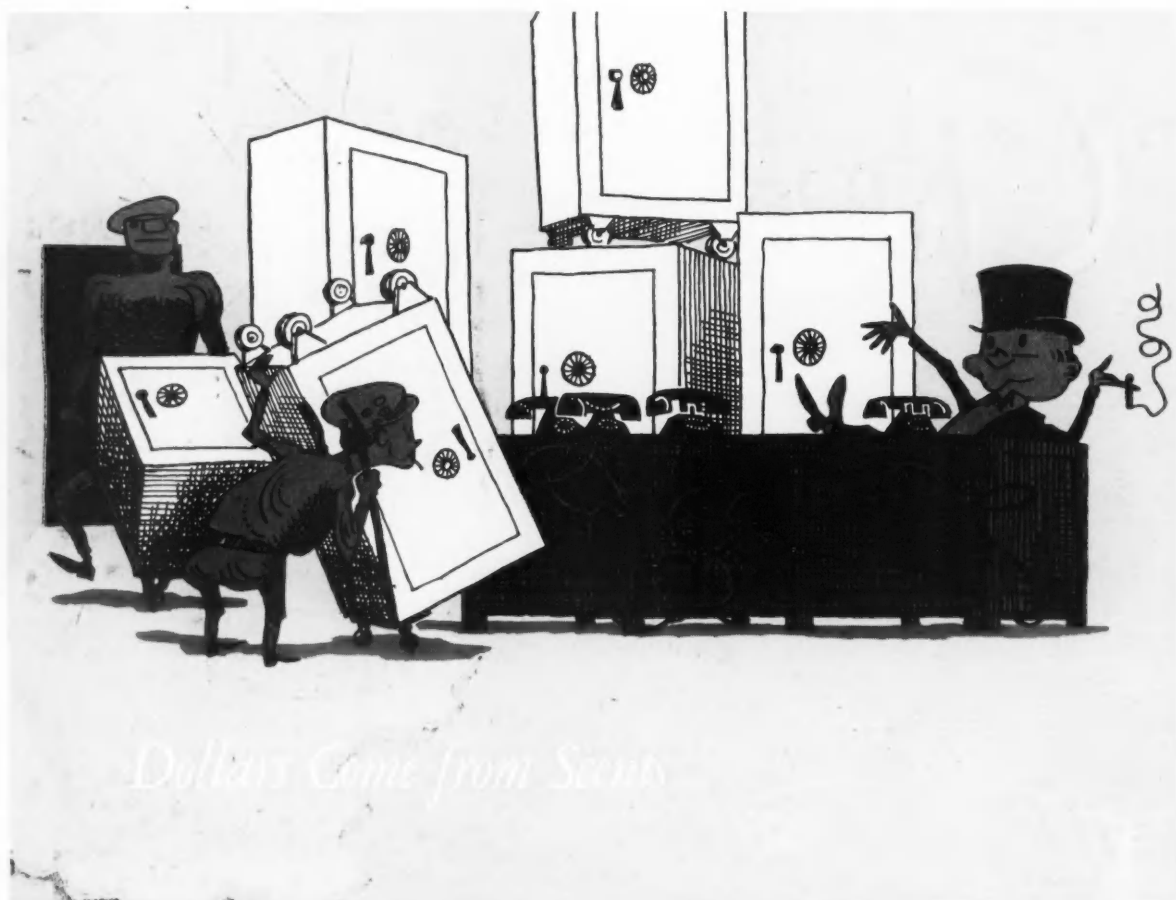
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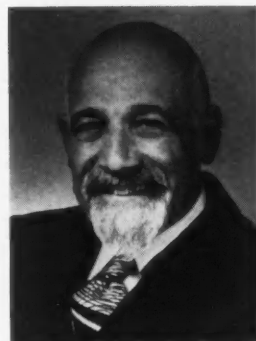


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A pioneer manufacturer of synthetic aromatic chemicals celebrates a half century since incorporation . . . Early struggles in developing a market . . . Effect on European production . . . Influence of two wars



Dr. Samuel Isermann, Founder

VAN DYK & CO., Inc., Belleville, N.J., one of the first American manufacturers of synthetic aromatic perfumery chemicals and other perfumery raw material, is celebrating the fiftieth anniversary of its incorporation. In his history of the company in "American Chemical Industry—A History" (Copyright 1949, D. Van Nostrand Co., Inc.) Williams Haynes states that Van Dyk & Co., Inc. has been described as "one of the incubators in which the premature infant coal-tar aromatics industry was nurtured."

The company was organized in 1902 by the late Louis A. Van Dyk and Dr. Samuel Isermann and incorporated in 1904. Mr. Van Dyk severed his connection about 1910, from which time, until his death in 1949, the company was conducted by Dr. Isermann. His brother, the late Max Isermann, was actively associated in the management for a number of years.

The company began the manufacture of synthetic aromatic perfumery chemicals on a laboratory scale in 1903, on Cedar St., New York, in modest quarters consisting of an office and a laboratory. As its operations expanded, it moved to larger quarters at 131 Maiden Lane, and then to 46 Platt St., where it was located for several years. In 1914, at the beginning of World War I, a factory was established in Jersey City, N.J., to which the company's offices were eventually moved. A larger factory was acquired in 1943 in Belleville, N.J., where the company is now located.

No Market for Synthetic Chemicals at the Start

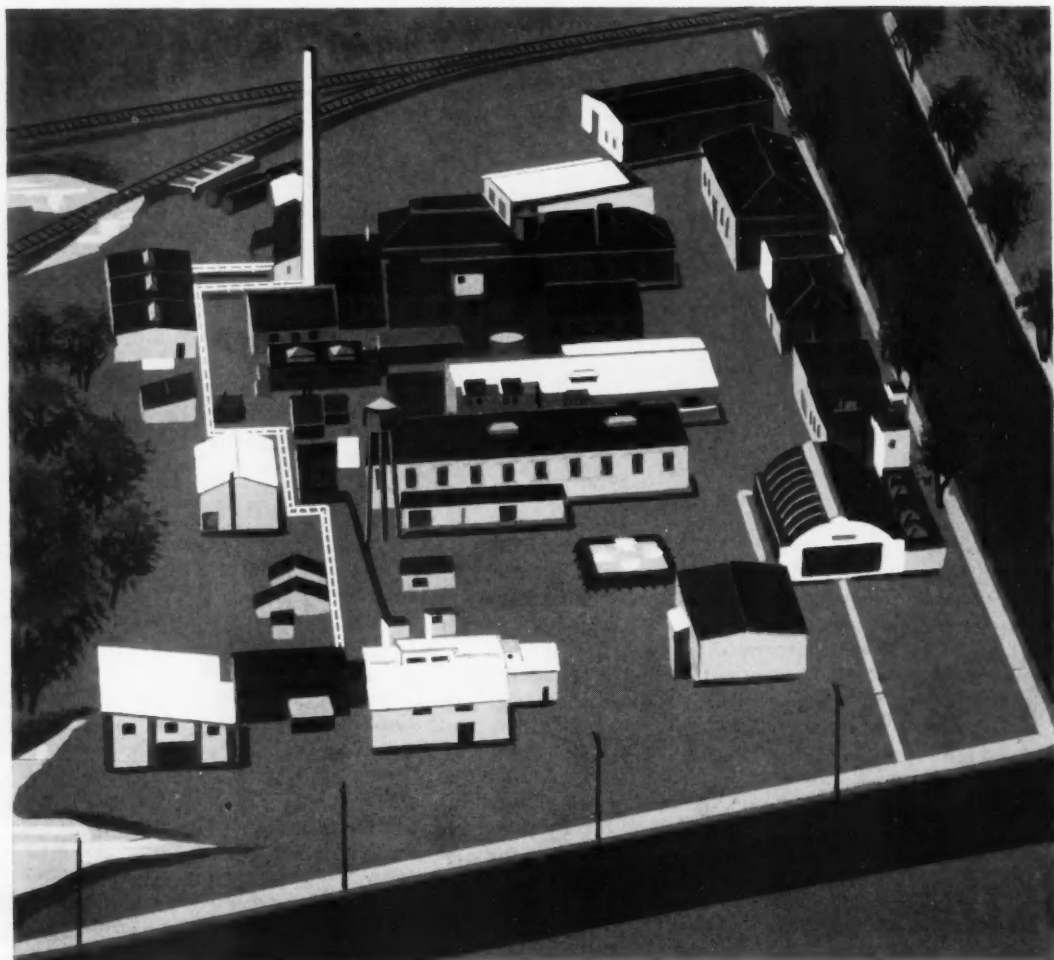
At the outset of the company's operations, there was practically no market for synthetic aromatic perfumery chemicals in this country, although they were being extensively made and used in Europe. Nor were there, generally speaking, any raw materials, either coal-tar or non-coal-tar, available in this country for the manufacture of synthetic aromatic perfumery chemicals. Raw materials as well as finished products were therefore imported from Switzerland, Holland, France, and Germany, mainly the last-named. Even the necessary glassware was imported. The finished products were sold

in this country at prices which made their use practically prohibitive. They were largely marketed under fanciful, non-descriptive names. So in addition to the raw material problem, the company was faced with the two-fold problem of educating the perfumery industry in the advantages offered by the use of synthetic chemicals and of overcoming the then-existing prejudice against domestic organic chemicals generally. A further obstacle was the existing prejudice among perfumers generally against using chemicals, and particularly those of coal-tar origin. This prejudice persisted in the face of the fact that a number of chemicals, coumarin, ionone, vanillin, terpineol, heliotropin, and geraniol, for instance, were already being used in perfumery, although most perfumers were unaware that these materials were chemicals, thanks to the uninforming labels under which they were sold. As a result, the company's initial progress was slow.

Through sustained research work, a wide line of aromatic products, comparing favorably in quality with the foreign brands, was gradually developed by the company, and a market created through prolonged educational work. This work, in which "Progressive Perfumery," a pocket-size monthly written by Dr. Isermann, played an important role, was a dominant factor in establishing the broad market that has been created in this country for synthetic aromatic perfumery chemicals. Characteristic of the results of the educational work done by the company is the important position that the aliphatic aldehydes today occupy among the materials used by the American perfumer. Originally made only in Germany, Switzerland, and Holland, these products were practically unknown in this country. About 1908, the company began making them on a laboratory scale. Today there is practically no fine perfume made in this country in which an aliphatic aldehyde or alcohol is not used, either to impart a distinctive, individual odor or to give a top-note.

The introduction of the company's products as well as those of other American manufacturers had an important influence in forcing reduction of the prices of

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CYCLAMAL Add up to 5% — for a cleaner, crisper impact.

CUMIN KETONE See how only $\frac{1}{4}$ to $\frac{1}{2}\%$ added to your present floral fragrance heightens and freshens the effect.

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Van Dyk & Co. Factory in Belleville, N. J.

the European products sold here, thus making the use of synthetic aromatic perfume chemicals economically feasible. Typical of this is the price history of ionone, one of the most important raw materials used in perfumery. When the company began the manufacture of ionone, the price of the European product in 100-percent strength was \$1,000 per lb. The company sold its ionone, equivalent in quality to that of the European material, for \$75 per lb., which eventually became the price of the European product. The prices of other synthetic aromatic perfumery chemicals eventually followed a similar downward course.

Manufactured Its Own Raw Materials

Upon the outbreak of World War I, the company, like practically all other American manufacturers of organic chemicals, was faced with the alternative of either manufacturing its own raw materials or closing up shop. It thereupon began manufacturing raw materials for drugs, dyes, and organic chemicals for its own use as well as for re-sale. Upon the entry of the United States into the war, a new difficulty arose, due to the fact that some of these raw materials were also required for the manufacture of war materials. Thereupon the company diverted a large part of its facilities to the manufacture of high boilers, plasticizers, and other products used in aircraft. A large number of intermediates used in perfumery, such as benzyl chloride and benzyl cyanide, of which the company was for a time the sole source of supply, were used in training soldiers in chemical warfare. A number of other products made by the company were supplied to various governmental departments, especially for research and aircraft production. During World War II, the Company was a large producer of plasticizers and flash-retardants for smokeless powder and of insect-repellent material and sun-screening compounds for the Army. It also developed a number of

new emulsifiers for DDT, benzyl benzoate, and other insecticidal and insectifugal products used by the Armed Forces.

Side by side with aromatics, the company has developed a broad line of flavoring materials, as well as cosmetic raw materials such as emulsifiers, absorption bases, fatty acid esters, emulsion stabilizers, bromoacid dye solvents, wetting agents, preservatives, antioxidants, suncreening compounds, etc. Through a well-staffed research department, the company is constantly adding new products to its wide line of perfumery and cosmetic raw materials.

The officers of Van Dyk & Company, Inc. are Mrs. Samuel Isermann, widow of the late Dr. Isermann, president; Howard Isermann, vice president and treasurer; Walter Mueller, vice president and sales manager; and Helen V. Shanahan, secretary.

Surprises Coming

TODAY the American consumer is equipped with more possessions than ever before, and is almost bored with the magic and versatility of the American production machine. It is now difficult to surprise him. He has seen everything and has everything. Now, to rouse him out of his lethargy of plenty, a new brand of salesmanship must be employed to awaken him to new needs and new products.—*James A. Farley.*

The modern creative mind at its best can only find new ways of using old ideas. But the challenge is as great as the challenge was to the originators of the idea years ago; perhaps greater.—*C. B. Larabee.*

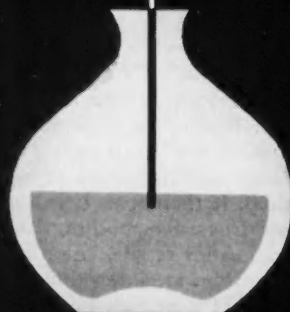
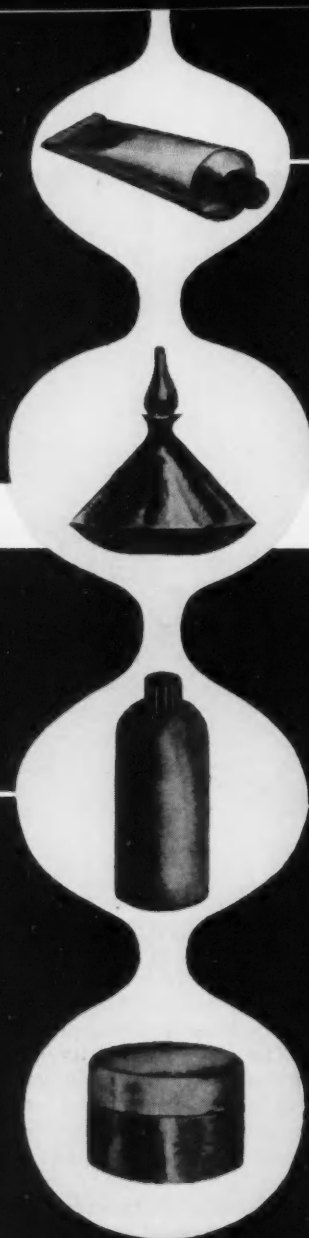
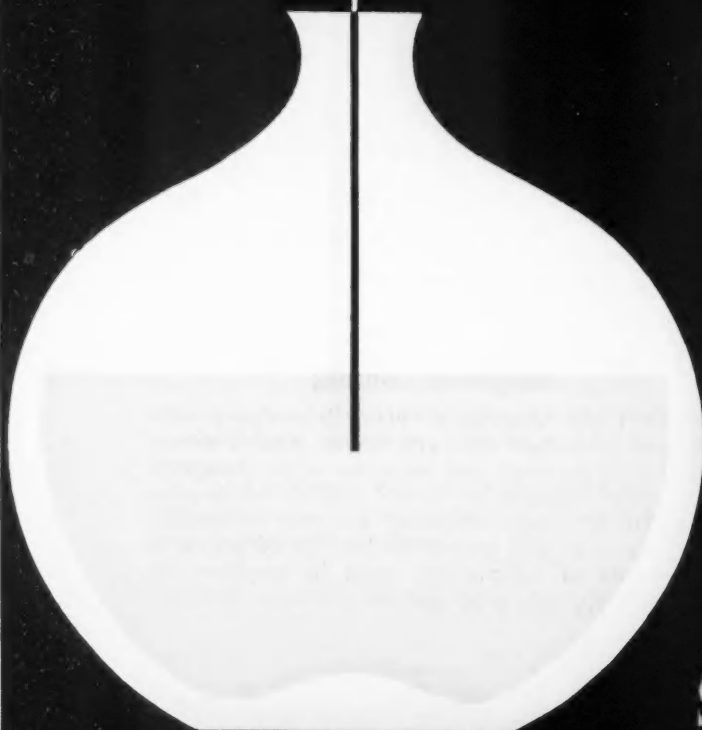
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This guiding principle has meant, over the past 65 years, that *Synfleur* fragrances have served as integral impulses in the sale of cosmetics, toiletries, shampoos and like products.

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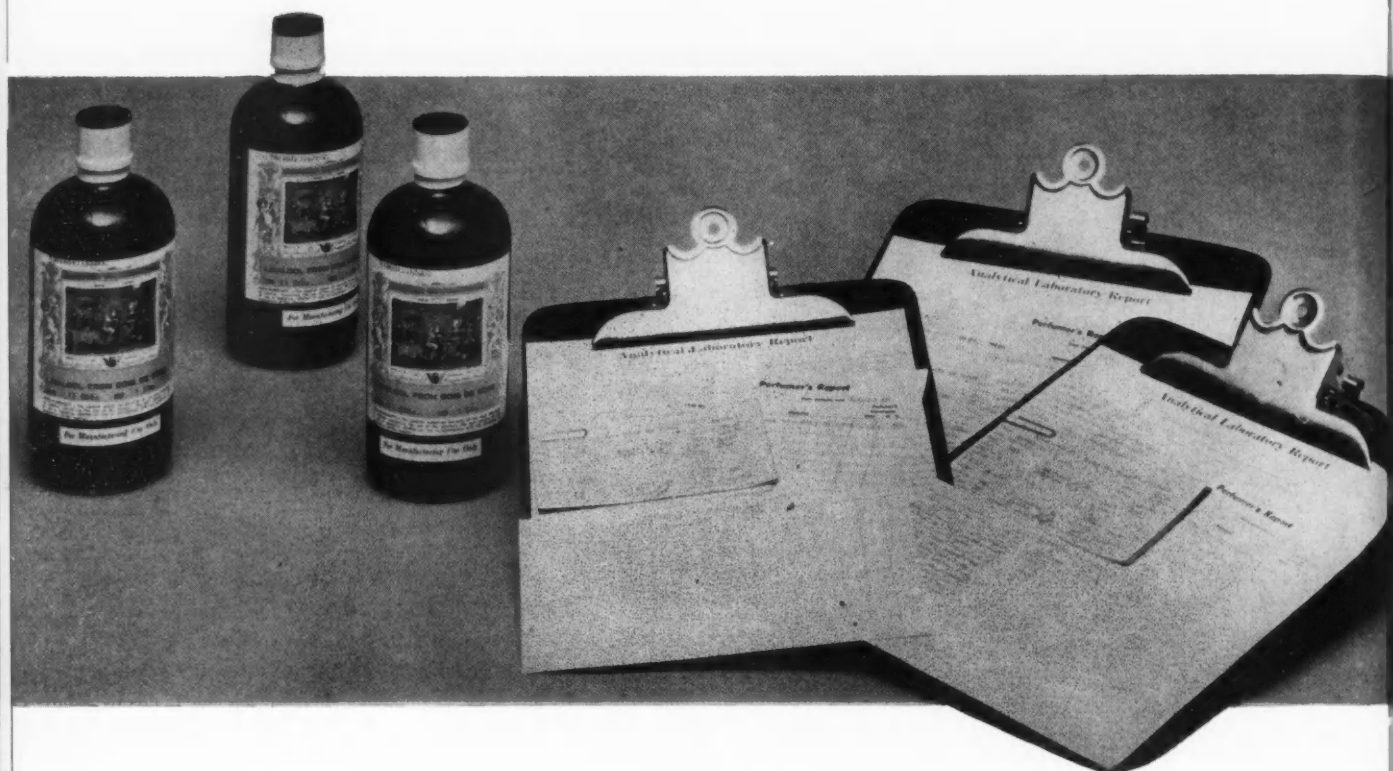
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NEW

PACKAGING and PROMOTIONS

TONI will introduce a new lipstick, Viv, its first non-hair product, with a \$5,000,000 advertising campaign,



Toni entrant in lipstick field

the heaviest budget ever allocated to a new lipstick. R. N. W. Harris, president of the Toni division of the Gillette Co. has estimated the lipstick market at about \$70,000,000 a year in consumer retail dollars. Viv will be introduced in six shades with the copy theme, "Never before a lipstick so red!" Included in the over-all promotion plans are full color ads in fashion, service and mass magazines and major market newspapers and supplements, and participation in most of Toni's nineteen current network radio and television shows. The new lipstick will retail at \$1.10, with distribution through drug stores, department and syndicate variety stores.

DISPOSABLE TOOTH BRUSH, INC. is marketing a dentifrice-coated tooth brush that can be thrown away after use by hotel guests, or pullman, steamship, or airlines traveler. The toothbrush, which looks like the conventional plastic-handled kind, has nylon bristles coated with a cleansing agent. The cleansing agent is good for only one application, but the brush itself can be used afterwards. The brushes are packaged in heat-sealed airtight containers. Imprints are made on the handles with minimum five-gross orders.

NORTHAM WARREN CORP. presents a new Cutex lipstick aimed for the youth market and for women with

sensitive lips. Called But Naturally, the lipstick contains lanolin and has a gentle pink shade. It is being introduced in a special display card unit which for the launching period will contain 13 lipsticks at the cost of 12. The lipstick retails for 39 cents.

PRINCE MATCHABELLI's Summer Shower fragrance line is featured in a counter unit picturing colorful birds splashing in a pedestaled bird-bath, 13 inches high, with cellophane-simulated water spilling over the edge. Theme of the unit is "Take the Sizzle out of Summer!" The base is a patch of "grass," large enough to display all the



Bird-bath display

companioned items, bubbling bath salts, soap, anti-perspirant spray deodorant, dusting powder, 4-ounce cologne (with atomizer for fragrance-sampling), and Creme Sachet, each at \$1. The 8-ounce cologne at \$1.65 is also displayed.

MARY CHESSE is distributing its Tahiti-Tan scented suntan lotion, which for the past two years has been sold solely through its Mary Chess Shops. Containing ethylhexanediol to repel insects, it is described as greaseless and scented with White Lilac Tapestry. A 4-ounce bottle sells for \$1.

PARFUMS DE HERIOT has prepared a campaign for the retail trade to attract the June graduate trade. Arrangements have been made for the typing and addressing of let-

ters, in accordance with lists to be furnished by the retailers, inviting graduates to drop in their store to pick up a de Heriot's fragrance favor. de Heriot furnishes the fragrance favors, each containing a half-dram of either White Lace or Parma Violet toilet water, at the rate of \$5.50 per hundred.

PROCTER & GAMBLE has started selling Dash, its new condensed suds detergent. It is sold in larger packages than other detergents, but at the same price. It is backed by newspaper and television advertising.

AMOLE, INC. introduces Sun Dress, a new suntan lotion containing an insect repellent, in a six ounce aerosol container retailing for \$1.25.

MAX FACTOR is introducing Erace, a lipstick-like package for hiding imperfections, shadows and dark circles. To be used under make-up, it comes in six shades. Erace is packaged in individual display cartons, with a shade chart on the reverse side and a complete booklet of instructions. The tube is of polished brass. Introductory advertising includes national magazine and extensive newspaper space. The product sells for \$1.75.



Max Factor's Erace display

LADY ESTHER is test-marketing its first compressed face powder, Puff Magic, in Columbus, Ohio; Indianapolis, Inc.; and Reading, Pa. It sells for 59 cents and \$1.

POND's announced Gypsy Angel, a new shade of Angel Face powder-foundation, for olive complexions and sun-tanned skins. For counter display, Gypsy Angel is featured in a 5 by 7 inch full color, easled card.

SHULTON, INC. offers a display-and-sell unit holding its four lines of stick colognes: Escapade, Early American Old Spice, Friendship's Garden and Desert Flower. The



Shulton stick cologne display

unit is of shiny black laminated chrome-coat with white silk-screened lettering. For quick identification, a stick cologne is attached to center of display without carton. Stick colognes, three of each fragrance, are easily detached and replaced from back of unit.

RICHARD HUDNUT announces two limited time price specials: the 16 ounce size of Enriched Creme Shampoo, regularly \$1.75, sells for \$1; the 16 ounce size of Marvelous Shampoo, also regularly \$1.75, is similarly reduced. The specials will be featured with counter and window displays and a cooperative advertising schedule.

COTY offers eight of its toilet waters, each in a "lock atomizer" possessing a rotating bulb attachment on top, which may be turned into open or closed position, preventing leakage or evaporation. The new atomizer, with its transparent carrying case, and holding an ounce-and-a-half of toilet water, sells for \$2.

COLGATE-PALMOLIVE CO. has repackaged Halo Shampoo in a new fam-

ily of Robert Gair Co. cartons in blue, white and gold on shiny silver Gair-Reynolds Foilene. Four sizes of cartons hold the 6½, 3½, 1½ and ½ ounce bottles.

CHERAMY teams April Showers Deodorant Talc and Frosty Bouquet in the same fragrance, the pair to retail for 59 cents. April Showers Deodorant Talc is advertised in June in eight national magazines.

PARFUMS DE HERIOT offers a series of soap, scent and talc goods in hand-fashioned, re-usable baskets. A wicker tray, with two 2-oz. toilet waters and bedecked with flowers sells for \$3.25; a basket with 4 ozs. of toilet water and bath talc, packed with flowers sells for \$4; another basket, with 4 ozs. of toilet water and a quilted box of dusting powder, plus flowers, retails for \$5.50; a wicker tray with three quilted cakes of White Lace hand soap, containing lanolin and cold cream, is priced at \$2; a Petit Panier (little basket) package containing a spillproof purse size flacon of perfume and filled with forget-me-nots sells for \$2.50. Each package comes in a number of scents.

TUSSY COSMETIQUES introduces a duet of Beauty Pads. One jar contains Beauty Pads for Cleansing, the other Beauty Pads for Freshening; both jars are packaged individually with a purse container. The



Tussy's Beauty Pads jars

jars are white with pink caps, with an all-black plastic purse container attached. Each jar with 75 pads and the purse container sells for \$1.25.

HELENA RUBINSTEIN a rose-scented depilatory for use on the face, called Nudit Special. It comes in a tube selling for \$1.25.

JULIETTE MARGLEN introduced Namlon nail base and polish for salon use and sales.

HOUBIGANT offers its regular 4 oz. Chantilly or Quelques Fleurs eau de toilette with a free atomizer for \$3.95.



Stick deodorant display-container

PHARMA-CRAFT CORP. is introducing an anti-perspirant deodorant stick Fresh.

POND's is introducing two new lipstick shades, Dreamy Pink and Ever So Red in the regular Pond's sizes, 15, 29 and 59 cents. A full color self-service counter card will feature both shades in the 59 cent sizes, nine of each.

ELIZABETH ARDEN offers Blue Grass Special during June and July. Every bottle of Blue Grass Flower Mist carries a gift of Blue Grass Dusting Powder, regularly \$1, in plastic Puff-Puff squeeze container. Both are sold for the price of the Flower Mist alone: a 4 oz. bottle with Puff-Puff sells for \$2; the 8 oz. bottle with Puff-Puff for \$3.50.

LENTHERIC's "Big Four" combines four solid scent sticks, Tweed, Shanghai, Red Lilac and Miracle in a cylinder turn-up base container. The sticks, usually selling for \$3.40, retail for \$2.50 together.

ZONITE Ointment has been renamed Zonite Antiseptic Cream, and its packaging has been completely re-styled.



Dorothy Gray soap assortment

DOROTHY GRAY features "Bonbons of Soap" in sets of six, with a choice of four shades. The price is \$1.



Van Dyk & Company, Inc.

Belleville 9, N. J.

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Perfumery and Cosmetic

RAW MATERIAL

by Van Dyk

PERFUMERY MATERIAL

Aromatic Chemicals • Synthetic Flower Oils
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Perfume Bases • Odor Fixatives • Cosmetic Perfumes
Soap Perfumes • Aerosol Perfumes
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COSMETIC MATERIAL

Absorption Bases • Emulsifiers
Emulsion Stabilizers • Surface Active Agents
Lipstick Color Solvents • Preservatives
Antioxidants • Antiseptics
Sunscreening Compounds

Van Dyk & Company, Inc.
Manufacturing Chemists

Main and William Streets

Belleville 9, N. J.

REVLON launches two new lipstick and nail enamel tones, one for day and one for night, called Kissing Pink. The night tone of Kissing Pink is said not to pale under tungsten lights. The new shade is featured in *Vogue* magazine in a double spread beauty and fashion editorial. The 1/2 oz. size of nail enamel sells for 60 cents; the lipstick, in night or day tones, non-smear or regular type, sells for \$1.10 each; a Match Box container with 2 push-up non-smear type, one for day and one for night, plus the 1/2 oz. size of nail enamel retail together for \$1.25.

LEHN & FINK PRODUCTS CORP. is promoting a new use for Lysol: warm-weather shoe comfort and foot health. Publicity suggests wiping the inside surface of shoes with Lysol solution to deodorize shoes, to protect the feet against athlete's foot, and to cool the leather for walking comfort. The special campaign is promoted via newspapers and national magazines.

COLGATE-PALMOLIVE CO. is repeating last year's Lustre-Creme Shampoo "thrill offer" of the giant \$2 jar for \$1.59 for a three months' period. It is backed by national advertising over radio and television, and by point-of-sale promotions. New four-color counter displays feature top Hollywood film stars.

PEGGY SAGE launches Jewel Chest, three 2-dram bottles of shimmering Crystallin Finish (iridescent) Nail Polishes. In a gold foil box, trimmed with rose, in a choice of



Peggy Sage nail polish package

three shade assortments, Jewel Chest sells for \$1.10.

LEHN & FINK DIVISION, Lehn & Fink Products Corp., headlines its new Etiquet Deodorant Summer Promotion with a "one free with eleven" bonus dealer price plus a 25 cent consumer refund on the large 63-cent size Etiquet Deodorant. Between July 1 and September 15,

every customer who buys the large 63 cent size of Etiquet Cream, Stick or Spray-On, will receive a 25 cent refund by mailing specific proof of purchase to Lehn & Fink. An intensive advertising campaign on television, radio, in newspapers and magazines will stress a "No Deodorant Fade-Out" theme. The dealers' offer will last until August 27.

DOROTHY GRAY offers Cologne Atomist Hot Weather Cologne in 4.3 oz. blue and white aerosol containers at \$1.50. Also new are dusting powders at \$1.

COURTLEY features its Fancy Pants package of after-shave lotion and



Courtley's Fancy Pants

cologne for Father's Day. Each bottle sells for \$1.35.

MADemoisELLE magazine's June "Beauty Spot" promotion has gained the participation of 30 department stores in 30 cities. Each store has received 15 promotional suggestions, a sheet of display sketches, quotes from the June issue, and a preview of all the beauty pages and cover.

PARFUMS CORDAY's Fame advertisement, "Anything Can Happen When You Wear Fame," has been selected by the Advertising Director's Club of New York to be exhibited at the 33rd Annual National Exhibition held from June 8 through 25 at the Assn. of American Artist Galleries. The full page black and white advertisement last month won an American Institute of Graphic Arts award.



Cutex display

CUTEX Pearl iridescent Pearl polishes are promoted via full page, full color advertisements in late June and early July issues of two leading national magazines. Dealers are offered a counter display called Pearl Treasure Assortment, made of plastic and in an oyster shell shape, utilizing the full color reproduction of the advertising with a three-dimensional effect.

LADY ESTHER is promoting its face powder via a coupon, which comes with each box of Lady Esther face powder. An advertising campaign supporting the promotion will be centered on eleven national magazines scheduled for newsstand appearance during June and July. A merchandising display contains an assorted dozen of 59 cent size face powder boxes.

ELIZABETH ARDEN, aiming for college girl and young business women, has reduced its "Maine Chance" country estate beauty course to \$150 per week from June 14 through July 4.

ROGER & GALLET is marketing RG 10, a liquid bath detergent, containing hexachlorophene, on the West Coast. A 5-ounce container sells for \$1.25.

HELENA RUBINSTEIN offers Perfumed Deodorant Pads in a wide-mouthed jar which minimizes evaporation, and is said to be excellent for traveling. A jar with a two months' supply sells for \$1.

LADY ESTHER is completing a one-month test for Puff Magic, its new compressed powder item. A national campaign, including newspapers, Sunday supplements and movie and romance magazines may follow.



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flowers from the stills



Bertrand Frères, Inc.

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NEW YORK 16, NEW YORK

Flavor Section



Flavoring Various Processed Meats

How spices are used in large amounts for the flavoring of processed meats such as pork sausage, frankfurters, etc.

MORRIS B. JACOBS, Ph. D.

AMONG the processed meats are sausage meats such as those noted below, cured meats like corned beef, smoked meats like smoked tongue, and canned meats. Sausage meats cover a rather wide variety of products having in common the fact that they are comminuted, often placed in casings, and seasoned. Almost every type of meat is employed and very often those portions of the carcass not used for common store cuts are also employed for the preparation of sausage.

As Urbain points out in *Jacobs' Chemistry and Technology of Food and Food Products* (Interscience Publishers, New York) the demands of consumers for sausage and related table-ready meats vary widely in different parts of the United States. This variation is often attributable to the predominant national groups living in those areas for many types of sausage have had their origin in the customs of European countries. For instance, most of us are familiar with German, Italian, Dutch, Polish style and other types of sausage.

In addition to these variations there are variations resulting from differences in the amounts and types of flavoring used.

Sausage types are generally di-

vided into six principal types, namely, fresh, smoked, cooked, smoked and cooked, semidry, and dry. The flavoring used for these different types vary as will be noted.

The meat processor generally relies on a master worker to flavor his product. This skilled worker, who may have learned his secrets from his father or other relative, who in turn had learned the secrets of the trade from a relative also, is often able to tell by taste, if not by intuition, just how much of a spice to add. I have seen such masters of their trade dip their forefinger into a batch of raw mixed sausage meat, taste the mixture, and decide if the flavoring was just right. My own preference would be toward a more scientific method of judging whether or not sufficient flavoring had been added.

Though much of the flavoring of meat is in the category of trade secrets and, as noted above may be considered an art, considerable knowledge is available in the literature nowadays and it may be of some interest to discuss some of this information.

Pork Sausage

Among the more important spices used to flavor and season pork sausage are pepper and sage.

A recommended formulation consists of two ounces of ground sage and six ounces of black pepper with two pounds of table salt per hundred pounds of sausage meat. At times the sage is omitted and sometimes more pepper is used. Other spices such as ginger and mace are also used.

According to R. W. Duck (*Rural New Yorker*, Jan. 2, 1954) experiments at the Geneva Experiment Station show that when pork sausage is quick frozen for holding in freezing storage it is best to omit salt from the seasoning mixture. The added salt apparently lowers the keeping quality of frozen ground pork and beef. Salt must be added according to taste when the sausage meat is taken out for consumption.

Fresh Sausage

A typical illustration of the spice mixture used for fresh pork sausage is two pounds of salt, four ounces of fine white pepper, one-quarter ounce of red pepper, 2 ounces of sage, and 4 ounces of granulated sugar per 100 pounds of meat such as 85 pounds of fresh belly pork trimmings and 15 pounds of fresh neck bone pork trimmings. Fresh sausage is mainly pork sausage.

It must be remembered that fresh sausage is a very perishable product and hence must be chilled and kept refrigerated or kept in a frozen state until ready to be eaten.

Smoked and Cooked Sausage

Smoked and cooked sausage products comprise a wide variety of products familiar to all of us. Among the main varieties are frankfurters, Bologna, Berliner, and other types of sausages.

Among the principal spices used for smoked country sausage are coriander and caraway. These are usually added in the ratio of three quarters of an ounce and one half ounce, respectively, to a curing mixture of two pounds of salt, eight ounces of sugar, one half ounce of sodium nitrate, and one eighth of an ounce of sodium nitrite per 100 pounds of meat. After packing into sausage casings, it is customary to hold at 15 to 20 deg. C. (59 to 68 deg. F.) for about 6 to 8 hours. It is then smoked at 86 to 89 deg. F. for 7 hours and is held in the smokehouse at 150 to 160 deg. F. at a relative humidity of 55 to 60 per cent until the internal temperature is 137 deg. F.

Another type of sausage product in this group is liver sausage such as Braunschweiger liver sausage. The flavoring used per hundred pounds of meat (consisting of 50 pounds of hog livers and 50 pounds of skinned pork jowls) comprises 6 ounces of white pepper, 3 ounces of marjoram, 5 pounds of peeled onions, 1 ounce of ground ginger, 1 ounce of cardamon, and two and one half pounds of salt.

The mixture after stuffing into hog bungs is cooked at 174 deg. F. for about 2 hours or until the internal temperature is 150 deg. F. or greater. The liver sausage is then cooled and smoked at 180 deg. F. for about 12 to 16 hours.

An alternative flavoring formulation suggested for liver sausage or liverwurst per hundred pounds consisting of 80 pounds of pork and 20 pounds of pork livers is 5 ounces of black pepper, 2½ pounds of salt, a small amount of sage and allspice to taste. The processing follows somewhat along the lines described above.

Frankfurters

Frankfurters, wienies, or hot dogs are made from beef and pork or all beef. A common meat mixture is two thirds beef and one third pork. For the seasoning of such products about 9 ounces of black pepper, 5 ounces of mace, six ounces of sugar and 3 pounds of salt or the equivalent weight of a commercially prepared seasoning may be used. Depending on the consuming market garlic and onions may also be employed in the flavoring.

The mixed meats are ground with the spices and are stuffed into casings, small diameters being used for wienies and larger sizes for frankfurters. These are smoked for several hours at 120 to 130 deg. F. until an orange color is obtained,

after which the franks are placed in water at 155 deg. F. and are cooked for 15 minutes or until they float in the water. Hotter water must be avoided to prevent the bursting of the casings.

Semidry Sausage

Typical examples of semidry sausage are soft salami and soft cervelat. We can use the ingredients employed in the preparation of soft cervelat as an example of the flavoring of this product. Actually the major portions of the ingredients are used for the curing of the product but these too add to the flavor. One formulation per hundred pounds of meat consists of 3 ounces of ground white pepper, three pounds and one half of salt, 8 ounces of sugar, 1¼ ounces of sodium nitrate and ¼ ounce of sodium nitrite. After mixing, stuffing, and the like, the product is smoked.

Dry Sausage

There are as in the case of other products various types of dry salami, for instance, smoked dry salami, Italian dry salami, and the like.

In the case of Italian style dry salami, a typical flavoring can be made according to the following: 4 ounces of ground white pepper, 4 ounces of whole white pepper, 1 ounce of peeled garlic, eight ounces of sugar, three ounces of sodium nitrate and three pounds 6 ounces of salt. This mixture is used for 100 pounds of meat such as 30 pounds of fresh beef chucks, 50 pounds of lean pork, and 20 pounds of regular pork trimmings.

After mixing, stuffing into casings, etc., the product is held in a green hanging room at 54 to 59 deg. F. and a relative humidity of 60 to 70 per cent for 24 to 36 hours. Then the product is moved to a drying room held at 48 to 54 deg. F. and 65 to 70 per cent relative humidity for 20 to 60 days. This product is not smoked.

Curing and Smoking

While both curing and smoking of meats have always been done both for the preservation of the meat and for the production of flavor, before modern methods of refrigeration became widely distributed it was necessary to place much more stress on the preservation aspect rather than on the flavor aspect.

The function of the smoking step, certainly in former years, was to preserve the meat, first by a dry-

ing action and second by some chemical action. Nowadays, however, because the stress is on the production of flavor, it is important to remember that cured and smoked meats have not been sufficiently treated to be capable of being held without refrigeration.

Both of these topics are fairly broad and it will not be possible for me to treat them adequately at this time. I hope to be able to consider the flavoring aspects of smoking in a subsequent article.

Flavored Notes

On March 5, 1954, the Food and Drug Administration issued a statement of policy in which it declared that food products containing coumarin would be adulterated within the meaning of the Federal Food, Drug, and Cosmetic Act by the Administration. The FDA also adopted amendments to the definitions and standards of identity of cacao products which prohibit the employment of coumarin as an optional added ingredient in the flavoring of such products. These changes were adopted by the FDA as a result of pharmacological investigations sponsored by manufacturers of coumarin who had voluntarily withdrawn this compound from the market for use as a food additive.

One of the queries concerning the Benezet articles came from Australia and others were received from Great Britain. Specific answers were forwarded under separate cover.

There were a number of typographical errors. Thus "hexamyl acetate" should have read "hexanyle acetate" and "cyclohexyl acetate" should have read "cyclohexyl acetate."

The inverted ester nomenclature caused some difficulty to some readers. For instance beta-methyl thiol propionate of methyl was confusing. This compound can be named more systematically as methyl beta-methylthiolpropionate.

The nomenclature of some of the items mentioned in the Benezet articles is poor. Thus one of the ingredients mentioned is "octanolide." This compound is a lactone but whether it is a butyrolactone or whether it is alpha or gamma substituted is not clear.—M. B. J.

Flavor Makers Weigh Problems

Pending bills in Congress on chemical additives in foods considered
in off the record discussion of scientists at F. E. M. A. meeting . . .
Vanilla situation getting out of hand . . . Essential oil outlook



John S. Hall and Dr. R. C. Sherwood

THE perplexing vanilla situation and the proposed chemical additives law were among the chief problems discussed at the 45th annual meeting of the Flavoring Extract Manufacturers Association in the Biltmore Hotel, New York, May 16-19.

All Officers Re-elected

The following officers were re-elected for the ensuing year:

President, William H. Hottinger, Jr.

First Vice President, Don C. Jenks.

Second Vice President, Myron J. Hess.

Third Vice President, E. N. Heinz, Jr.

Secretary, Leland P. Symmes.

Treasurer, Lloyd E. Smith.

Executive Committee: S. M. Kleinschmidt, C. P. McCormick, Jr., Dr. A. S. Wendt and M. Winston.

John B. Beach, former president and a hard worker in years past for the association, was elected an honorary member of the association.

Following his review of the activities of the association during the past year President William Hottinger, Jr., in a special statement at the opening session, referred to the ever climbing prices of vanilla beans. How the situation is getting out of hand was graphically pointed out by him:

"There is a breaking point in the price of any product, particularly of one that is not an absolute necessity beyond which economics may force a product off the market or greatly curtail its use, particularly if a suitable substitute can be found. Vanilla bean importers and dealers in vanilla beans have their entire business at stake. If vanilla beans increase in price so that it is not practical for bakers, ice cream makers, and other processors of foods to use our extracts and flavors, then eventually more and more chemicals and synthetic products will be used to take their place. Otherwise, using vanilla extract as an example, it will only be used by a very limited number of users for those catering to the luxury class and not to the great mass

of people in the middle and lower brackets of income."

Speaker from United Nations

Louis Bohmrich, chief of administration, U. S. Mission to the United Nations, spoke on "Reverence for Life." Various committee reports were then made by Robert Krone, C. P. McCormick, Jr., Chris Christenson, George Lueders, Lloyd E. Smith, Don C. Jenks, and Myron J. Hess.

While those who preferred played golf in the afternoon, the non-golfers and ladies enjoyed a tour of the United Nations buildings.

The report by John N. Curlett, chairman of the alcohol tax committee, was read in his absence. At the conclusion of the report he pointed out that some members have suggested that Congress be requested to consider the permit and bond system as was provided for under the prohibition act.

As usual the report of the executive secretary and general counsel, John S. Hall was thorough, authoritative and very informative on legal and other matters that transpired during the past year. Mr. Hall also depicted the status of bills in Congress relating to chemical additives. His analysis of the bill was penetrating and cogent. He also pointed out the fate of the various state barriers intended to levy taxes on foreign corporations on intrastate business. Practically all matters of current interest on pending laws and regulations and taxes were adequately covered.

Future of Vanilla Beans

Ray C. Schlotterer, secretary of the Vanilla Bean Assn., introduced a novel feature consisting of questions by members of the F. E. M. A. and answers by the Vanilla Bean Assn. There were 17 pertinent questions, all of which were answered frankly and fully.

As to whether high prices of vanilla beans would cause manufacturers to switch to the use of artificial substitutes, Mr. Schlotterer felt that manufacturers would continue to use true vanilla but would reduce the amount of it. He also outlined steps that have been taken to improve the production and quality of vanilla beans. The 1955 crop from Madagascar is likely to again be small.

Essential Oil Outlook

An old friend of the association, Hans P. Wesemann, on behalf of the Essential Oil Assn. in the absence of Louis Gampert, outlined the essential oil outlook.

After many months of reduced yields of lemon oil per ton of fruit there now seems to be a turning point and yields are again becoming normal. He pointed out that with the employment of the spectrophotometer and the charting of the absorption curve the quality of imported lemon oils had to improve to be passed by the Federal Security Agency. Most recently, he stated, it appears that continental chemists have learned how to make "adjusted" oils behave properly and again all sorts of low priced compounds are available under the title of imported lemon oil.

Oil of orange remains a troublesome oil. California Exchange brand oil is produced, he stated, in absolutely uniform quality and no shortage is expected. The unusual demand for orange juice and concentrate from Florida requires a tremendous amount of fruit. When a packer of this type of merchandise is equipped, huge quantities of orange oil are obtained as a by product and the holder of such oil is quite often satisfied with a price on a cost plus basis, with the raw material costing nothing. Hence the very low prices asked for Florida orange oil. It is natural, he added, that some producers cannot afford to spend much time, effort and money when making an oil yielding such low returns. Quality should be watched carefully.

During the past few years the greater quantity and best quality of lime oil has been produced in Mexico. With the money exchange decline a general export tax of three pesos, 13 centavos for each dollar's worth of merchandise exported was levied, practically nullifying the exchange decline. No shortage of lime oil is to be expected.

A really good grade of oil of grapefruit is being produced in

California and certain manufacturers in Florida have been able to make an oil of quality. Oil of tangerine is readily available and production can be increased.

In the future it seems that most, if not all, peppermint oil will be produced in the far west in Washington and Oregon. While a variety of qualities have been produced there the future looks bright from a quality angle. It is believed that prices will not decline for a year or two. The far west is also producing increasing quantities of spearmint oils. It is not known yet whether frosts and excessive rains have done much damage to the crops.

Business Papers

Papers presented at the Tuesday sessions were: "Food is a Fashion Item," by Miss Bernice Connor; "Production is Not the Answer," by Rear Admiral F. J. Bell; "Flavoring Materials in Ice Cream, Mellorine and Other Frozen Desserts," by Dr. John L. Barnhart; and "Flavor, the Important Factor for Increased Sales," by Robert C. Hibben.

In his talk, Mr. Hibben pointed out that if the consumer does not want vanilla there are 174 other flavors of ice cream, sherbets and ices. The most intriguing parts of the ice cream story are those surrounding flavors. Vanilla is the favorite flavor with a little over 50% deriving its flavor from the beans. Chocolate is second and strawberry third. New Englanders prefer coffee ice cream. English toffee and almond toffee are good flavors in the U. S. but did not register in the first 35 flavors produced in Canada. Peppermint was in the flavors reported in the U. S. but absent in Canada. Flavors for sherbets in the following order were noted: orange, pineapple, raspberry, lime and lemon. The ice cream industry is reported to use over 500,000,000 lbs. of fruits and nuts and all types of flavorings.

Chemical Additives in Foods

Following the carefully considered report of the Scientific Research Committee by Harold Janovsky, chairman, there was a panel discussion on Chemical Additives in Foods.

Panel members were: Dr. H. Sipple, moderator, Executive Secretary, Nutrition Foundation; Dr. S. Sherwood, Sterwin Chemical Co.; G. J. Williams, legal dept., Dow Chemical Co.; and Dr. Bernard L. Oser, Food Research Labo-

TOP ROW

Left:

President William Hottinger Jr. compliments Robert Krone, chairman of the convention committee for his excellent work, while Mrs. Hottinger looks on

Right:

Golf Chairman Frederick J. Lueders explains plans for the tournament to Jack Mulligan and George Schmidt

SECOND ROW

Left:

With a background of years of experience neither Joseph Maxwell nor Rufino Cagigal are seriously disturbed by the confused vanilla bean situation

Right:

Robert deZemler, Irving Bennett and Clarence Simon observe with interest the fatigue of Dr. Victor H. Fourman who was elected a director of the T. G. A. the previous week

THIRD ROW

Left:

First Vice President Don C. Jenks and President William Hottinger enjoy an informal chat with Mr. and Mrs. C. E. Langfield

Right:

Veterans of many years at F. E. M. A. conventions are Harry Heister and George J. Waegelin. Both wives enjoy their reminiscences

BOTTOM ROW

Left:

J. B. Magnus enjoys a brief respite from attending many conventions, between Col. Edwin B. Conklin and George H. McGlynn

Right:

Mr. and Mrs. Joseph Merory and S. E. Anderson are amused by the "automatic" movements of one of the waiters

ratories. The report and the panel discussion were off the record. The discussion proved to be exceedingly interesting and informative in that it focused attention of the difficulties likely to be encountered by manufacturers as well as by the government when the proposed bill becomes a law. It was evident that the scientists on the panel had given careful thought to the problem and offered sound suggestions.

Chemists Breakfast

Following the annual custom the chemists assembled for breakfast on the last day of the meeting and considered problems affecting the flavoring products industry. E. N. Heinz Jr. gave the report of the standards committee at the business session which followed and other committee reports were also received followed by the report of the nominating committee of



which William B. Durling was chairman.

Entertainment

As usual entertainment of a high order was provided. On the Sunday afternoon when most guests arrived the Suppliers' Hospitality Party took place. Monday evening the members enjoyed dinner and entertainment at the Latin Quarter and the annual President's reception was held Tuesday evening followed by the annual banquet.

The complete success of the convention was due to the careful work of the committee composed of Robert Krone, chairman; Chris Christensen, entertainment; Frederick J. Lueders, golf; Charles P. McCormick, program, and R. W. Symmes, registration.

Flavored Notes

THE AMERICAN PERFUMER received a letter from one of its readers requesting the address of the publishers of *Food Research*, *Food Technology* and other technical periodicals that will keep one posted on current work being done in Foods, particularly Food Flavors. This reader also asked for information on foreign journals.

In September of 1952 your Editor presented a paper on the literature of the food industries at a symposium sponsored by the American Chemical Society. A portion of this paper was concerned with the literature of the Flavor Industries and this was expanded into a paper which was published in a previous issue of the AMERICAN PERFUMER. My reply to the above query was the following.

Food Technology and *Food Research* are published under the sponsorship of the Institute of Food Technologists. You are eligible for membership in this organization and you can subscribe to these journals through Mr. Charles S. Lawrence, Executive Secretary, 176 W. Adams St., Chicago, Ill. The other principal journals dealing with foods in general are *Food Engineering* published by the McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36, N. Y., *Agricultural and Food Chemistry* published by the American Chemical Society, 1155 Sixteenth St., N. W., Washington 6, D. C., and *Food Processing* published by the Pitman Publishing Co., 111 East Delaware Place, Chicago 11, Ill. (gratis).

The only journal published in

the United States, other than the AMERICAN PERFUMER which has a section specially devoted to flavors is *Coffee and Tea Industries*, 106 Water St., New York, N. Y. Occasionally trade journals in the beverage, bakery, and confectionery fields carry articles on flavors.

In Great Britain, there are three journals dealing with foods generally, namely, *Journal of the Science of Food and Agriculture* published by the Society of Chemical Industry, 56 Victoria St., London, S. W. 1, and *Food Manufacture* and *Food*. The principal British journal dealing with flavors is *Perfumery and Essential Oil Record*.

The filing of briefs relative to the proposal of the Food and Drug Administration to decertify FD&C Orange No. 1, Orange No. 2, and Red No. 32 has been extended.

Gallate Study Views Anti-Oxidant Usage

Ten Swedish nutrition experts and chemists recently concentrated their attention on the question of "The Protection of Fats by means of Gallates" following their acceptance of a joint invitation by the Netherlands Central Institute for Nutrition Research—T.N.O. and "Naarden" to attend a three-day study conference, held in Utrecht and Naarden, Holland.

In Sweden, where fat deterioration as a result of rancidity is regarded as a threat to economic stability and human health in general, members of the scientific staff of the "Svenska Institutet för Konserveringsforskning," together with representatives of the dairy and fat processing industries, immediately responded when the results of the research into octyl and dodecyl gallate reached the ears of nutrition chemists. As a result, Dr. Ir F. D. Tollenaar (C. I. N. R., Utrecht) gave a lecture in Sweden on the latest developments in the field of anti-oxidants, and the Swedish food certification authorities decided to allow octyl and dodecyl gallate to be incorporated in edible fats.

Thus the study conference was not arranged to demonstrate the anti-oxidant properties of the gallates, but to talk over the desirability and the potentialities of these substances being used on a large scale by the Swedish dairy and fat-processing industries. The group that visited the Netherlands included prominent experts in the field of food certification, the dairy,

TOP ROW

Left:

One of the many lively groups at the President's reception: Mr. and Mrs. Raymond McCue, Mrs. Joseph Merory, Dr. N. C. Larsen, Mrs. Brainard, Joseph Merory, Richard Brainard and S. E. Anderson

Right:

Notables at the banquet: Charles P. McCormick Jr., George M. Armor, Louis J. Woolf, Arthur Vogel and W. Gordon Grant

SECOND ROW

Left:

A serious minded group pauses for refreshment: Standing—Dr. Victor G. Fourman, A. Caronanze, Robert de Zemler, Ray Ross and Arch Payne. Seated—Joseph Fein, William and David Lakritz and Irving Bennett

Right:

Everybody reported having a good time, especially Gert Keller and Henry Eickmeyer, standing; and William X. Clark, Miss R. J. Williams, Robert Larsen and O. K. Larsen

THIRD ROW

Left:

A party of merry makers before the banquet: Albert Daniels, Mr. and Mrs. Richard Webb, Mr. and Mrs. Carl G. Bruckmann and Mrs. A. O. Daniels

Right:

The pause before refreshment: Charles Schneider, Joseph Huisking and Warren Godfrey standing; Mrs. Joseph Huisking and Mrs. Charles Schneider, seated.

BOTTOM ROW

Left:

Among the many who enjoyed the United Nations trip were Mrs. Lloyd Smith, Mrs. Paul Sperry and Mrs. Frank Pond. Lloyd E. Smith, treasurer of the association, Frank Pond and Paul Sperry were occupied with association chores

Right:

A moment of relaxation just before the banquet: Mr. and Mrs. Jacob Beck and Dr. William A. Hoffman

meat and fats' co-operative societies, as well as the official nutrition research centers.

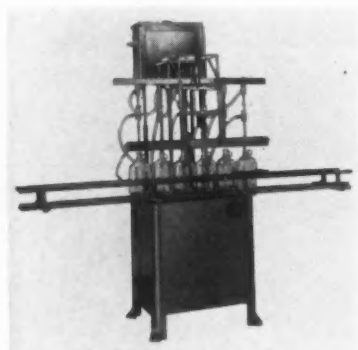
The lectures were devoted to "The Chemistry and Pharmacology of Gallic Acid Esters" (A. H. Ruys), "Cold Storage Warehouse Defects of Butter" (Dr. Ir F. D. Tollenaar) and "The Results of Swedish Research into the Advantage of Gallates" (Dr. Per Swartling). Dr. Swartling, a member of the staff of the State Dairy Research Station in Sweden, reported that detailed investigations had shown that the addition of approximately 30 milligrams of dodecyl gallate to one kilogram of fresh milk prevented the appearance of taste aberrations, such as the well-known oxidation taste, for a lengthy period of time.

Prof. Georg Borgstrom predicted that anti-oxidants as a corrective effect on nature will soon be as universally accepted and as commonplace as vitamins today.



Hints

for Improving Production



Bottom-Up Filler

Bottom Up Filler

For foamy, sensitive liquids, which cannot normally be handled by standard available equipment such as vacuum, gravity or pressure, the MRM Co. offers a new bottom-up filler, which fills the

container from the bottom up. The unit is stated to be flexible, adjustable to containers varying in size from 8 oz. to 5 gal. It is claimed that all possibility of foaming is eliminated and that it is ideal for liquids which should not be agitated.

Scotch Marine Boiler

A new, self contained, fully automatic Scotch marine boiler which is stated to be capable of producing 125 hp. maximum rating without pushing or strain is announced by the Eclipse Fuel Engineering Co.

Large Quantity Liquid Handling

A new rotary filler for large quantity liquid handling of five gallon cans has been developed by the Drum Equipment Corp. Adjust-

able to the liquid being dispensed the machine is said to be capable of filling as many as 20 cans per minute at a continuous rate of speed.

Water Filters

All models of their syndinal sump and line type filters have been adapted for water applications according to the Marvel Engineering Co. Maximum active filter area, longer periods of operation, no moving parts and simplicity of maintenance are other features claimed. Eight individual capacity size units from 5 to 100 g.p.m. are available. Greater capacities are available by multiple installations.

Heavy Duty Solution Balance

A new heavy duty solution balance is announced by the Ohaus Scale Corp. A graduated end reading dial enables the user to obtain a balancing position in a matter of seconds and eliminates the danger of any parallax errors. The weighing platform is eleven inches in diameter. The scales are available in either metric or avoirdupois standards or a combination of both.

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Soap Section



Soap Based Industrial Cleansers

Requirements of a satisfactory product
to reduce risk of occupational dermatitis

PAUL I. SMITH

IT is being appreciated by the larger industrial concerns that soap is unexcelled as a base for cleansing agent in factories as it is kind to sensitive skins and effective in removing heavy soils. Moreover, soaps may easily be modified by the presence of lanolin and lecithin as superfatting agents or antiseptics, such as the antiseptic hexachlorophene. Bar soap is not generally popular for this purpose, preference being shown for granular or powdered soap compositions. Soapers wishing to enter this field should note the following major requirements:

1. The soap must be effective as a soil remover and its efficacy needs to be thoroughly tested. It is claimed by sanitarians working in modern industrial plants, that the usefulness of skin-cleansers can best be tested by rubbing a fluorescent petroleum oil into the skin and then trying to remove all traces of it with the cleanser. Examination of the skin with a Wood's light will show how effective the cleanser is by the degree of fluorescence remaining.

2. The soap cleanser should not have any harmful effect on the skin, i.e. it must not contain any appreciable free alkali, abrading ingredients or constituents such as solvents, that are likely to cause defatting. Non-soluble vegetable scrub-

bing agents are generally recommended in preference to abrasives of mineral origin.

3. The cleanser, which as stated above, is usually in powder or granular form, must flow fairly easily from the container. Materials that are hygroscopic and become moist on storage are objectionable and invariably cause complaints from users.

4. The cleanser must be quick lathering and easy to rinse, in other words, pleasant in use.

5. Some types of cleansers are cheap to buy, but wasteful in use and although achieving some immediate popularity fail to give real satisfaction for any appreciable period. Plant supervisors are primarily interested in a low cost per scrub-up and give top marks to those products meeting this basic need.

Skin cleansers for industrial plants are not just cheap soap products, but products scientifically designed to meet an urgent need in maintaining a high standard of factory hygiene. It is usual for soap cleansers to be made for specific industrial purposes i.e. cleansers intended for engineering works where there is plenty of dirty grease to remove from the skin, would not be ideally suitable for a factory making carbon black or processing rubber. Some cleansers need to re-

place fats removed by mineral oils and solvents, while others must prevent infection by germicidal action made effective by the presence of an antiseptic.

There is no doubt that the use of skin cleansers goes a long way towards reducing the risk of occupational dermatitis, which is causing a great deal of concern in many industries at the present time.

Synthetic Detergents for Fog Disposal?

IN Britain a good deal of interest is being shown in a proposal put forward by N. Pilpel, a research scientist at King's College, London, and submitted on his behalf by Professor Sir Eric Rideal, to the Ministry of Supply. Mr. Pilpel suggests that very weak solutions of surface-active materials made up with traces of seeding materials and finely sprayed into fogs from aircraft could cause the tiny water droplets of which fogs are composed to flow together until their size and weight made them fall as rain.

Seeding agents—silver iodide, dry ice, or salt—spread into cold clouds, drive the super-cooled water droplets together as snow, and the clouds then snow or rain themselves away. This happens efficiently only if the temperature is 10° or more below zero. Fog clouds are not cold enough to be cleared in this manner, and therefore the seeding agent must be reinforced.

It is suggested that surface-active agents, such as any common soapless detergent, could work either with or independently of seedling agents. These materials are already widely used in industry to overcome similar temperature difficul-

ties, and as little as 0.0001 per cent, for example, can initiate the deposition of crystals from otherwise static solutions. They would make it easier for water particles to flow together and for snow to clump together. The quantities needed for fog clearance would be small—a few pounds compared with the millions of tons of smoke and fumes which are liberated each year into the air.

Soap, Synthetic Detergent Tonnage Sales Up

Tonnage sales of soaps and synthetic detergents during the first quarter this year rose 17% over the previous quarter and 7% above the same period in 1953. According to the Assn. of American Soap & Glycerine Producers, eighty-one companies, participating in the regular quarterly census and representing a very substantial portion of the industry's volume, reported soap and detergent sales for the first three months this year amounting to 972 million pounds, valued at \$213,375,000. Dollar sales were 22% better than in the previous quarter and 9% ahead of the first quarter 1953.

Sales of synthetic detergents now represent 58% of the total soap and detergent market, a gain of 5% during this three months period. Total sales of synthetic detergents reported for the first quarter this year were 567 million pounds, up 29% over the previous quarter and 17% ahead of the same period last year. Dollarwise, first quarter sales amounting to \$127,957,000 were 27% over the fourth quarter last year and 16% ahead of the first quarter in 1953.

Total soap sales for the first three months in 1954 were 405 million pounds, 5% better than the previous quarter but a like amount under sales for the same period a year ago. Dollar sales of all soaps amounted to \$85,418,000, an increase of 15% over previous quarter sales and 2% better than for the first quarter last year.

Colgate-Palmolive Co. Stockholders Elect New Directors

Colgate-Palmolive Co. stockholders re-elected 12 directors and elected three new directors to fill existing vacancies on the board at the company's annual stockholders' meeting.

The new directors are: Frederic H. Brandt, president of Dillon, Read & Co., Inc., a director of C. I. T. Financial Corp., Union Oil Co. of California, Interchemical Corp., and Robbins Mills, Inc.; Herbert O. Peet, partner in H. O. Peet & Co., Kansas City stockbrokers and investment bankers, and officer and director of Peet Brothers Co. at the time of its merger in 1926 with the Palmolive Co.; and H. W. Reynolds, general counsel of Colgate-Palmolive since 1946 and a vice-president since 1952.

Board chairman E. H. Little announced that the company is building a new \$5,500,000 warehouse, which will cover two square blocks in Jersey City, and a new plant for manufacture of Fab, laundry detergent, at Jeffersonville, Ind.

ADACIOM Hold Summer Dinner-Dance

The Associated Drug and Chemical Industries of Missouri, Inc. held its 6th annual summer dinner-dance on June 8 at the Norwood Hills Country Club, St. Louis. Festivities started at 12 noon with golf and swimming, followed in the evening by dining and dancing.

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Taste-Perfumes for Lipsticks

Essential Aromatics

Dr. Alexander Katz Co.
 division of
F. RITTER & CO.
 Los Angeles 39, California

Branch Offices in Principal Cities

New Products and Developments



Immersion Heater

New Immersion Heater

A new immersion heater that may be used glowing hot directly in an acid bath is offered by Fisher Scientific Co. It is a wand of fused quartz encasing a 400 watt heating coil which may be held in the hand while seven of its 12 inches glow red hot. With it, the makers state, instant concentrated heat exactly where it is wanted is obtained.

Coffee Enhancer

A coffee enhancer designed to restore the original flavor and aroma lost by instant coffee during the process of manufacture, has been developed by Dodge & Olcott Inc., 180 Varick St., New York, 14, N.Y. The company stresses the fact that the new product is not a flavor for general use but an enhancer developed for the specific purpose described.

New Plasticizing Polyol

For conditioning a range of products including toothpastes, glues etc. the narrow humectant range and the hygroscopic and non crystallizing properties of Atlas G-2410, an 80 percent aqueous solution of technical hydroxypropyl sorbitol, make it of outstanding usefulness according to the Atlas Powder Co., Wilmington, Del. A bulletin on the new product will be sent on request.

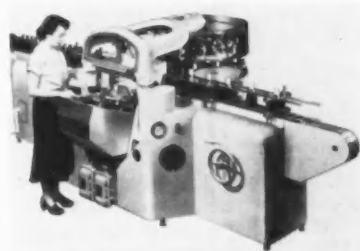
Sound Film for Salesmen

A new 16 mm. sound film about selling is offered to sales managers without charge by Dun & Bradstreet Inc. It is probably the first

picture dealing with the day by day management of the salesman's selling time. The theme is sales planning to make each call count. The film runs for 32 minutes and may be borrowed.

Neck Band Sealing Machine

Pre-cut cullulose bands are automatically applied on half pints, pints, fifths and quarts, either flat or round ware with the new automatic neck brand sealing machine



Neck Brand Sealing Machine

offered by the Gisholt Machine Co. The machine functions, it is added, equally well with non-orienting or orienting type bottles. The production rate may be varied from 50 to 165 bottles per minute.

Product Testing Panel

A family product testing panel consisting up to 500 families has been established by Research Associates. The families are divided into three income groups. The panel will test in homes free samples of new products and report their findings with suggestions for improvement.

New Dermatological Astringent

A new potent dermatological astringent known as Astringen is announced by the Robinson, Wagner Co. Inc. It is a registered brand name of a complex form of aluminum hydroxy chloride and is said to be a more effective dermatological astringent than other compounds of aluminum. It is also stated to have greater stability to hydrolysis, is non corrosive to textile fabrics and is non irritating to the skin. With it the formulation of satisfactory antiperspirant prepa-

rations is not difficult but does require careful laboratory study and development, the company points out. Liquid antiperspirant emulsions are formulated along lines similar to those for the solid cream type. It is also useful in after shave lotions and skin bracers. Samples and full information will be sent on request.

Trade Literature

Flavors for Baked Goods is the subject of a 4-page technical bulletin issued by Givaudan Flavors, Inc., 330 W. 42nd St., New York 36, N. Y. It contains useful information on the application of basic flavoring ingredients.

Spiceolate Flavors are featured in a new 18-page booklet issued by Dodge & Olcott Inc., 180 Varick St., New York 14, N. Y. Formulas and tables for syrup making and salt are included.

A fatty amide high melting point wax to opacify shampoos, raise the melting point of glycerides and paraffin oils and for other applications is described in bulletin 40 issued by the Emulsol Corp.

P. Robertet & Cie, S. A., Grasse, France, has issued an exceedingly well compiled brochure outlining the history of the company and adequately describing its new products Incolores and Butaflores. The brochure is illustrated with 31 pages of artistic photographs of the factory's interior and exterior and its environs. The American company, P. Robertet, Inc., under the direction of Shaw Mudge, is located at 125 E. 23rd St., New York 10, N. Y.

Solutions for Sticky Problems is the subject of a 20-page booklet issued by Brookfield Engineering Laboratories Inc. which gives in easily readable form information on how the Brookfield viscometer works, making a good measurement, using it for control and much other data on its use and application. A copy is available on request.

KOMMON/ SCENTS!

Unhappiest man in the United States today must be the President. As a result of the hearings on McCarthy vs. The Army, Eisenhower is wondering which years will be the historic reference frame for the expression: "That mess in Washington."

At the present writing, it is difficult to tell whether the blame is with McCarthy for bulldozing the Army or the Army for appeasing McCarthy. Only one thing is certain at this time: Ike is having as much trouble with McCarthy as Truman had with MacArthur, and getting little more comfort from Stevens than he gets from Stevenson.

In confusing the issues of the hearings, there are those who oversimplify by saying there's nothing unusual about trying to get a Buddy a commission instead of K. P. Duty. Then, of course, there are those who say that a request backed up with the threat of a punch in the nose is hardly "in the best interests of the United States."

Standout of the hearings appears to be Special Counsel Ray Jenkins. His knowledge of procedure is the most forceful Tennessee legal offering since Clarence Darrow made a monkey out of William Jennings Bryan in the Scopes case.

All principals seemed to share a common lack of material; McCarthy kept rising to pointless points of order, Secretary Stevens left literal and figurative impressions on the witness chair and opposing counsel Cohn and Welch used the legal profession's established courtesies in trying to prove one another cockeyed liars.

The televised proceedings were a bone in the throat to broadcasting networks. They felt they were losing millions of dollars in cancelling the inanities of daily soap opera to offer what McCarthy called "a circus" as a public service without fee.

By the end of the first week, the radio and television audience had fewer neutrals than a barroom free-for-all. Somewhere between the implications of perjury, appeasement and old-fashioned skulduggery, the White House felt like a blight house.

The Cosmetic Industry stood aghast at the proceedings, in which one member of the Administration implied that another was a stinker. Taken on a family basis, many manufacturers protested the type of thing that can happen in one's own business organization. The resentment was not against the charges, just the accuracy.

George Fiedler



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- good deodorant properties
- better astringent qualities
- needs no buffering
- no skin irritation
- non-destructive to fabrics



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The Editorial - "WE"

Fewer Bankruptcies In Fair Trade States

AS a footnote to fair trade and its effect on small business enterprises, there comes to our desk some interesting facts on bankruptcies. There has been a decline in the number of drug stores in states having fair trade protection by only 2.5% during the period of 1948 to 1953, whereas during this same time, the number of drug stores in other areas, not having similar protection, declined by 11.6%. Of all retail bankruptcies during this six-year period, in the fair trade states the drug store failures constituted 1.2% of all failures; in the areas without fair trade protection, this figure was 3.2%. The statistics were compiled by the National Association of Retail Druggists, and to our mind require no editorial comment other than that fair trade seems to be necessary and effective in aiding the small businessman and small retailer.

Penfold Granted Fritzsche Award

THE Fritzsche Award for outstanding achievement in the field of essential oil chemistry has again gone abroad, this year to Australia, where the recipient is A. R. Penfold, whose work on the essential oils of Australian flora, particu-

larly from the eucalypts, is renowned throughout the world. None will argue, in fact, with the high standards that have been followed by the American Chemical Society committee which has named the recipients of this award since its establishment several years ago. It is interesting to note that it has not only been international in scope (there are no restrictions so far as nationality is concerned), but only once has the award been granted to a citizen or resident of the United States. This is not only an indication of the fact that the ACS committee has kept extremely well informed of advancement in this field the world over, but it is equally indicative of the international character of the essential oil industry. It is an industry that flourishes in so many different parts of the world that outstanding scientific research has not been confined to any single area or country. Our congratulations, indeed, to the award committee, the sponsor, and above all to its latest recipient!

Two Conferences Worth Watching

AS this is being written, two meetings of extreme interest to the cosmetic and related industries are about to be held, and reports on each of them will appear in our pages as soon as communications arrive. In Chicago, the American Society for Testing Materials (usu-

ally known by its initials as ASTM) is holding a conference on odor, the second annual meeting devoted to this subject, and the first to be held under ASTM auspices. It is, to our mind, fitting that a group dedicated to establishing standards and methods of testing and measuring should finally give its official nod of recognition to the subject of odor. And, on the other side of the Atlantic, the Eighth International Congress and Exposition on Aesthetics and Cosmetology takes place in Lausanne, Switzerland. If the previous congresses are any indication of what can be expected in Lausanne this year, we can look forward to an important and interesting meeting.

Convention Directory Is Proposed

IT is true that some of us attend the industry conventions to hear the papers, but many more attend to gather in the halls and lobbies and in the private rooms, to meet customers, suppliers, and competitors; to initiate, continue, or renew important acquaintances. As the TGA has grown, as its meetings have become ever larger despite restrictions on attendance, it has become more and more difficult to happen to run across everyone that should be seen during a few short days. At meetings of the American Chemical Society, Chemical Specialty Manufacturers Association, and other groups, a directory of all those registered is made available. Such a directory usually states, in addition to the names of individuals, their company affiliation, and the hotel at which they can be located in the convention city (if the individual wishes to make that information available). It is true that such a directory must be established very quickly in order to be of value; that it is somewhat expensive to institute this system; and that some persons may not want to be called by many of those who would have access to the information. Nevertheless, the idea of a directory is worth investigation, not only for the TGA, but perhaps also for the SCC.

Luncheon Meetings And Captive Audiences

THE TGA is not the only organization that has interesting conventions, important speeches, large attendance—and only a small percentage of these people actually sitting in on the talks by the speakers.

So long as hundreds and perhaps thousands of the leading executives, chemists, and others from the cosmetic houses are gathered under one roof, it will be important to large numbers of these people to take advantage of the occasion in order to transact business and meet many friends and business associates. As a result, the convention is well attended, the speeches are not. Just what can be done about this situation, other than the pleas that the TGA has made to have suppliers' hotel rooms closed during the business hours, we do not know. However, we do feel that the very large attendance at the luncheons can be utilized, by integrating such luncheons into the regular business and even the scientific meetings of the organization. We can think of no better occasion for a talk on such subjects as the state of the industry, a summary of its most acute current problems, the status of legislation in which cosmetic firms are most vitally interested—as at the gathering at the TGA luncheons. This may even be the ideal place for such addresses on scientific (although not technological) questions, as would be involved in a presentation of newer scientific advances in various areas of interest to cosmetic executives.

Perfume Plugged On Popular Program

WE sat back at home on a Friday evening recently, and with great satisfaction watched the weekly antics of Ozzie and Harriet Nelson. How many millions of other Americans were watching at this same time, we cannot say, but the number must be very high, as a check of Hooper rating would indicate. The subject of the difficulty between Ozzie and his spouse that evening was photography, which the youthful-looking husband had suddenly embraced with all the ardor of which a darkroom hobbyist is capable. The result: Harriet is peeved because she is neglected in favor of the latest negative, and the ever-helpful neighbor suggests that Ozzie buy her a bottle of perfume. This is done, and as a result there were not only several references to perfume and fragrance on this program, but the redolent contents became the very symbol of all that a woman desires. The effect of a program of this sort cannot be measured, and if it were considered an isolated instance, its effect would be little indeed. But taken together with everything else that is done, both by individual manufacturers

and by the Fragrance Foundation, this is the type of program that can go a long way toward making the American woman fragrance-conscious. Surely something can be done, we believe, to encourage the use of fragrance, in just this manner, by other television writers and artists.

The Secretary Gets A Bottle of Perfume

YES, the bottle of perfume must be a symbol of something, although it may have some very great competition as the ideal gift from the pearl necklace or the mink coat. We are reminded of this by a book on the subject—of all things—of typewriters; a book entitled "The Wonderful Writing Machine," by Bruce Bliven, Jr. Mr. Bliven points out that the typewriter has given rise to a wonderful American institution, the female secretary, who takes care not only of the boss's dictation, but of his social engagements, his traveling arrangements, even some of his personal shopping, all handled at one time by the boss's wife. At which point Mr. Bliven asks: "But who, come Christmas, gets the mink stole? Exactly. All Miss Secretary can expect is the gift-wrapped bottle of toilet water." For which, we might add, we are grateful not only for Miss Secretary who is there to inspire this gift, but to her employer, for showing such admirable taste in his choice.

TGA Sponsors Literature Study

MEMBERS of the Toilet Goods Association recently received a 450-page book entitled, "Handbook of Cosmetic Materials," which will be reviewed in other columns of our publication in the near future. Without duplicating or anticipating such a review, we might merely mention that this is a study of the properties, uses, toxic and dermatologic actions of the most commonly used perfume and cosmetic ingredients, and contains a bibliography of over 2,700 articles. This review of the literature on cosmetic materials was sponsored by a grant from the Toilet Goods Association to the Laboratory of Applied Physiology of Yale University. This is certainly the most extensive and most important publication to come forward from TGA sponsorship and constitutes, to our mind, an outstanding example of the type of scientific work that can best be done by industry-wide cooperation.

By the nature of this study it is unlikely that any one firm, laboratory, or individual could have completed it without financial aid, and the TGA should certainly be congratulated for a service to everyone engaged in cosmetic manufacture and sale.

Taking Advantage Of Tax Reduction

THE Toilet Goods Association advises that a study indicates that the reduction of the excise tax from 20 to 10% does not seem to have resulted in any noticeable increase in sales, even on expensive articles. We feel that there is a variety of reasons to account for this, not the least of which is the general economic condition in the country. Nevertheless, it is true that manufacturers do not seem to have done an imaginative job of exploiting the tax reduction, of bringing it dramatically to the attention of the consumer. The TGA suggests that this might be done, for instance, by quoting prices on counter cards, in advertising, and even on labels, in such manner as: "\$1.00 plus *reduced* Federal Excise Tax." Obviously, the position of the manufacturer and of the industry is difficult. On the one hand, we are interested in calling to the consumer's attention that the tax still exists and of arousing her resentment against it, for without this resentment, the tax can never be repealed and might even be increased again to its former level. On the other hand, we seek to impress upon the consumer the fact that the tax is reduced, that it is now only 10%, and that it should not act as a serious deterrent to her buying. There is nothing mutually exclusive about these two aims, but the simultaneous pursuit of both of them is not easy. We believe that the TGA suggestion is an excellent one for carrying out this dual purpose.

House of Commons Has an Odor Problem

FROM a recent issue of *Punch*, we learn that a "sensitive" Member of Parliament has been—to use our American lingo—raising a stink about some bad smells in the very august House of Commons. To which the inimitable *Punch* comments: "It is thought that, as an expression of international goodwill, a gesture may soon be forthcoming from M. Coty," Coty, the president of France, or Coty, the house of perfume?

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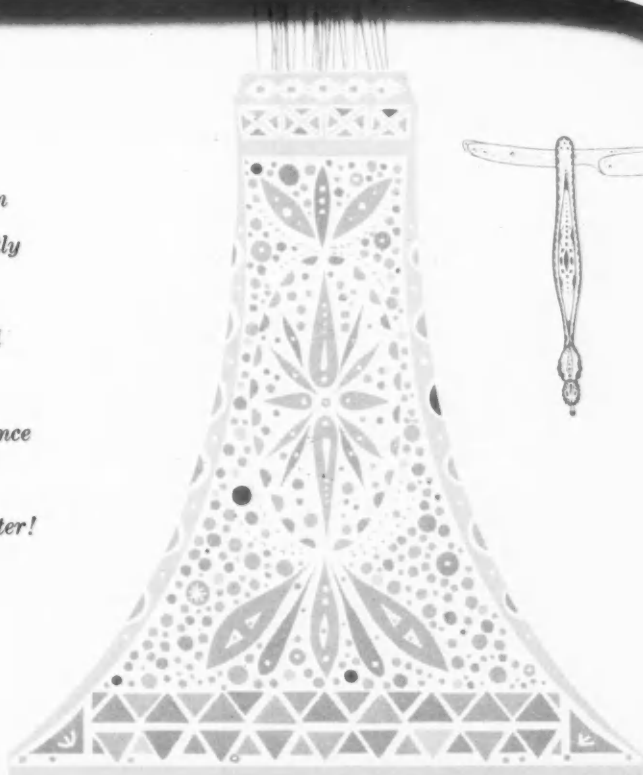
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Technical Abstracts

Quaternary ammonium salts in cosmetics. D. Boido (*Industr. Parfum.*, 1952, 7, 235-236). — The compounds combine surface-activity with bactericidal and fungicidal properties at high dilutions. When suitably diluted they appear to have little harmful effect on the skin or eyes. Their use in cosmetic prep. is discussed. K. Foulkes. Through *Brit. Chem. Abs.*

Alginates and carragins in cosmetics. J. Dano (*Industr. Parfum.*, 1952, 7, 227-228). — Carragins are generally sol. in H_2O , but of the common alginates only the K, Na, NH_4 , and Mg salts are sol. except in ammoniacal solution. Alginate films are prepared by removing NH_4 from ammoniacal Ca alginate solution. Both types give viscous solutions, the alginates being at lower concn. Alginates, unlike the carragins, are precipitated from solution by metallic salts or strong acids, but alginate esters are little affected. K. Foulkes. Through *Brit. Chem. Abs.*

Mercaptans in the permanent waving of hair. J. L. Stoves (*Perfum. essent. Oil Rec.*, 1952, 43, 427, 429). — The use of mercaptans enables cold permanent waving to be carried out at relatively low pH value and within a reasonable time. K. Foulkes. Through *Brit. Chem. Abs.*

Enzymic synthesis of waxes. T. Pomowski (*Przem. chem.*, 1952, 8, 118-127). — High yields (92%) of diethyleneglycol mono- or di-stearate or -oleate are obtained from the systems $(CH_2-CH_2-OH)_2O$ -stearic or oleic acid-pancreatic lipase-solvent (CCl_4 , C_6H_6 , or $COMe_2$) (8 days at 37° , with stirring). The enzyme is inac-

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tivated by high concn. of the glycol, which should be added in 3 portions, on the 1st, 3rd, and 6th days. Removal of H_2O from the systems by introduction of SiO_2 gel on the 6th day raises the yield of ester. R. Truscoe. Through *Brit. Chem. Abs.*

Tobacco flavours. V. Vasic (*Mfg. Chem.*, 1953, 24, 197-201). — The operations involved in obtaining natural flavours and in adding synthetic flavours to tobacco are outlined, together with several recipes for flavourings, humectants, oxidising ingredients, and various tobacco-type flavourings. L. G. L. Unstead-Joss. Through *Brit. Chem. Abs.*

Extraction of aromatic oils from vanilla beans. L. Romagnan, Assr. to A. Romagnan (U.S.P. 2,601,635, 24.6.52. Appl., 18.7.49. Fr. 26,748). — Aromatic and essential oils are extracted from crushed, powdered, or ground vanilla beans by subjecting to supersonic radiation 19,000–960,000 vibrations per sec.) in presence of inert, gaseous, liquid, or pasty medium, preferably H_2O . Thus, a dispersion of vanilla extract 150 and H_2O 1000 pt. is subjected to 19,000 vibrations per sec. from a submerged supersonic apparatus operating at 20 w. *Chem. Abs. (B)*.

Stereochemical specificities of human olfactory receptors. J. E. Amoore (*Perfum. essent. Oil Rec.*, 1952, 43, 321–323, 330). — It is suggested that there are a no. of types of olfactory receptor cells, the shape and nature of which may be judged by the configuration and type of mol. which excite them. The primary cells are (i) etheral, having a stimulated trough of $\sim 5 \times 4A.$, (ii) camphoraceous, an oval basin 9A. long, $7\frac{1}{2}A.$ wide, by 4A. deep;

(iii) musky, an oval pan $11\frac{1}{2} \times 9$ A.; (iv) floral, a circular pan 9A. wide cut by a radial slot; (v) pepperminty, an oblong dish 13A. long, $6\frac{1}{2}$ A. wide, 4A. deep with a T-shaped trough 2A. deep let into its floor; (vi) pungent, nucleophilic; and (vii) repulsive electrophilic. K. Foulkes, through *Brit. Chem. Abs.*

Stretching of hair. H. Freytag (*Industr. Parfum.*, 1952, 7, 260-264).—The extension of human hair in NH_4 thioglycollate solution is plotted against time. Addition of neutral salts considerably reduces the rate of extension, NaCl having the greatest and KCNS the least effect of the salts used. K. Foulkes, through *Brit. Chem. Abs.*

Importance of the problem of the action of diastases in the extraction of essences. M. Guillot (*Rech. Roure-Bertrand Dupont*, 1951, No. 2, 4-10).—The difficulties which arise in the extraction of essences from flowers are examined. In some plants, the scent is already present, whilst in others it is not and a diastase may be required to hydrolyse the glycosides in order to liberate it. The location of the essence in the plant and of both the constructive and destructive actions of diastases are discussed. Some of the methods of extraction are reviewed. R. H. Peters, through *Brit. Chem. Abs.*

Making soaps containing perfume, dyes, etc. Buhler Bros. (B.P. 679,378, 8.11.49. Switz., 10.11.48).—Soaps containing ingredients such as perfume, colouring, or dye are made in a continuous operation by feeding dried soap flakes and ingredients at measured rate to a continuously operated mixer, mixing therein, taking the mix therefrom by at least one roller mill, and transferring the materials from the roller mill to the plodder or extrusion press by at least one conveyor, all steps being continuous. H. L. Whitehead, through *Brit. Chem. Abs.*

Perfume Impregnant. Miguel Zapata Echeverría and José Arces Conde. Span. 197,863, July 3, 1951. A mixt. of essence oil 50, MgCO_3 25, and alum 25% gives a slowly volatilizing odor to many articles, such as artificial flowers. C.A., 47, 12, 6100, 1953.

Metal complexing agents in soap and detergent products. H. W. Zussman (*Soap*, 1952, 28, No. 11, 79-83, 139).—The structure and properties of tripolyphosphates, ethylenediaminetetra-acetic acid (EDTA), silicates, hydroxy-acids (gluconic), and oxalic acid in relation to detergent problems are discussed. The usefulness of complexing agents as water softeners or solubilising agents is intimately associated with their stability constants, but literature data on such constants must be treated with caution. The wide practical applications of metal-complexing agents are discussed. Some applications are not related to the



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complexing behaviour, the mechanism not being understood, e.g., detergent-building by polyphosphates, foam-stabilising effect of EDTA with synthetics and soaps under otherwise adverse conditions. G. Helms, through *Brit. Chem. Abs.*

Evaluation of dish-washing detergents.

J. C. Harris (*Soap*, 1952, 28, No. 12, 45-47, 101).—A crit. review is given of the literature on evaluation of dish-washing prep. in relation to method of soiling, standard soiling agent, method of washing, and means for measuring degree of cleanliness. To facilitate future studies, four summary tables are proposed; the first relating to evaluation of soil removal would assemble data on transmittance, reflectance, light scattering, gloss, visual, fluorescence, extraction (Soxhlet), bacteriological plating; the second relating to surfaces tested has as headings glass plates, microscope slides, chinaware, glass wicking, drinking glasses, sheet metal; the third relates to seven methods of washing namely domestic machine, launderometer, commercial washer, revolving head, rocking device, steam nozzle dip and scrub wheel; and the fourth, to eight ways of applying soil to the test surface. G. Helms, through *Brit. Chem. Abs.*

Potentiometric titration of aldehydes.

P. F. Barker and H. M. Perry (*Perfum. essent. Oil Rec.*, 1952, 43, 358).—Comments are made on a paper by H. de Miranda and J. F. Lemmens (B., 1952, II, 1248). K. Foulkes. Through *Brit. Chem. Abs.*

Essential oils as vapour-phase anti-septics against mould fungi. L. D. Galloway (*Perfum. essent. Oil Rec.*, 1952, 43, 359, 395).—Vapour-phase control of

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mould growth is effective in more or less closed containers. Generally in food-stuffs it is desirable to use natural products for this purpose and various essential oils are useful. Frequently it is desirable that the preservative has min. odour and taste and it may well be that several essential oils previously ignored because of lack of odour or flavour may become useful for this purpose. K. Foulkes. Through *Brit. Chem. Abs.*

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Viscosity of the Mixture of Aluminum Monostearate and Peanut Oil. T. Mizuno, S. Okamoto, S. Yoshida, and T. Inaba (*Sanyo Chem. Co., Nagoya*). *J. Antibiotics* 4, 450-1 (1951). Al monostearate (2.5%) was mixed with peanut oil and heated. At 120-5° it dissolved and the viscosity reached the maximum. The Al_2O_3 existing as an impurity catalyzed hydrolysis of the oil and lowered the viscosity at temperatures higher than 125°. (*Chem. Abs.* 46, 2823). *J. A. O. C. S.*, 29, 6, 247, 1952.

Rectification of aged essential oils. Preliminary note on rectification by steam distillation and by fractionation. A. G. Neybergh (*Bull. agric. Congo Belge*, 1952, 43, 767-796).—Rose geranium (I), lemongrass (II), peppermint (III), and various eucalyptus oils (IV), aged 1.5 to 6 years are steam distilled and/or fractionated under 20 mm. pressure. The physical characteristics of I are improved by both processes; decrease of acid, and increase of saponification, acetyl, ester, and formyl val. are more marked on steam distillation. In II, considerable losses of citral are found after fractionation. Both of the processes reduce menthol and the amount of total esters in III. This decrease is attributed to the formation, during ageing, of resins which interfere with menthol determination. In IV (*E. dives*) piperitone-rich oils are easier to obtain by fractionation than by steam distillation. From the oil of *E. MacArthuri* a fraction is distilled at 125-140° which contains 75% of geranyl acetate. G. Sag. Through *Brit. Chem. Abs.*

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Over 32 Million Aerosol Shaving Cream Units Produced in 1953

Aerosols occupied much of the attention of the large gathering which assembled at the Netherlands Plaza Hotel, Cincinnati, Ohio, May 23, 24 and 25 for the fortieth mid-year meeting of the Chemical Specialties Manufacturers Assn.

Under the direction of H. R. Shepherd, chairman of the Aerosol Division committee, who is also a member of the board of governors of the association, a well considered program of papers covering various aspects of the subject were presented. The division meeting was opened by Mr. Shepherd and among the reports were the following: "Ethyl Cellulose in Aerosol Applied Hair Lacquers and Artificial Snow" by Herman G. Philips Jr.; "Formulating Aerosol Cosmetics" by E. P. Hay; "Pressurized Garden Aerosol from the Researcher's Viewpoint" by Floyd F. Smith; and "Aerosol Survey of 1953" by Frederick G. Lodes.

The total number of aerosol units produced in 1953 was computed to be 140,000,000. The industry computes that it does approximately a \$150,000,000 retail business. Room deodorants are increasing. The greatest growth in the aerosol and pressurized packaging field in 1953 was in shaving creams. It is estimated that approximately 32,000,000 shaving cream units were produced. Another remarkable growth in 1953 was in hair lacquers, which totalled 15,120,132 units. The 12 oz. unit was preferred over the 6 oz. unit.

Among the subjects discussed which were of particular interest to cosmetic and soap manufacturers were: Bactericidal Activity of fatty acids and related compounds. Sanitizing action of Roccal in various types of water, Clinical evaluation

of germicidal soaps, Investigations relative to disinfection. Evaluation of metal containers for chemical specialties products, Aerosol filling safety, Aerosol industry's safety record to date, Pressure filling glass aerosols, Formulating aerosol cosmetics, Toxicology of antiseptics and perfumes, Toxicity of soaps, Toxicity and sensitivity of cosmetics and cosmetic bases, Corrosion inhibitors for hydrochloric acid cleaning compounds; and the aerosol survey for 1953.

The address on "Toxicology of Antiseptics and Perfumes" by R. E. Vicklund was especially interesting. Dr. Emil G. Klarmann presided at the general session.

250 Participate in Dutch Chemical Quiz-Race

Holland's annual chemical rally, an automobile race employing compass and protractor, combined with a chemical quiz, attracted 250 personalities, forming 80 teams, from Holland's chemical and pharmaceutical industries.

Top winner was N. V. Verfstoff-fabriek "Holland" of Apeldoorn; second prize was won by De Vogel van Calcar & Co., Zwolle; third prize, Nederlands Verkoopkantoor voor Chemische Producten, Amsterdam; and fourth prize went to N. V. Chemische Fabriek "Naarden," team-leader H. Schouten, the only team able to answer all test questions without a mistake.

National Chemical Exposition Invites New Ideas, Devices

Any chemist with a new idea, new material, new device, or a new observation is invited to submit it to the 8th National Chemical Exposition for its Chemical Trail Blazers' Exhibit. The national show will be held October 12-15 in the Chicago Coliseum.

Hold Fragrance Seminars in Toronto, Montreal, Canada

A series of Canadian fragrance seminars, sponsored by Mrs. Rita A. Caron, publisher and editor of *Prestige* magazine, in cooperation with the Toilet Goods Mfrs. Assn. of Canada, were recently held in Toronto and Montreal. The seminars, two of which were held in each city, were attended by both sales personnel of retail stores and by executives of member firms of the T.G.M.A.

Among those participating was Pierre Bouillette of Givaudan-Delawanna, who delivered an address on perfume history as well as on the sources and methods of extracting perfume raw materials, and the problems involved in the actual creation of a fragrance and its manufacture.

T. G. A. Sends Members Copy of "Cosmetics Handbook"

Each member company of the T. G. A. has been set a free copy of "Cosmetics Handbook," a report of the study sponsored by the association at the Laboratory of Applied Physiology at Yale University. Publisher's price of the book is \$12.50.

Donald F. Metzen Buys Hi-Land Specialty Co.

The Hi-Land Specialty Co., 934 Clinton St., Buffalo, N. Y., manufacturers of extracts, drug products and washing solutions, has been sold by Benjamin J. Hill to Donald F. Metzen.

The firm is now working on production of new cosmetic products which will be announced in a few months, according to Mr. Metzen, who stated that no major changes are now being contemplated.

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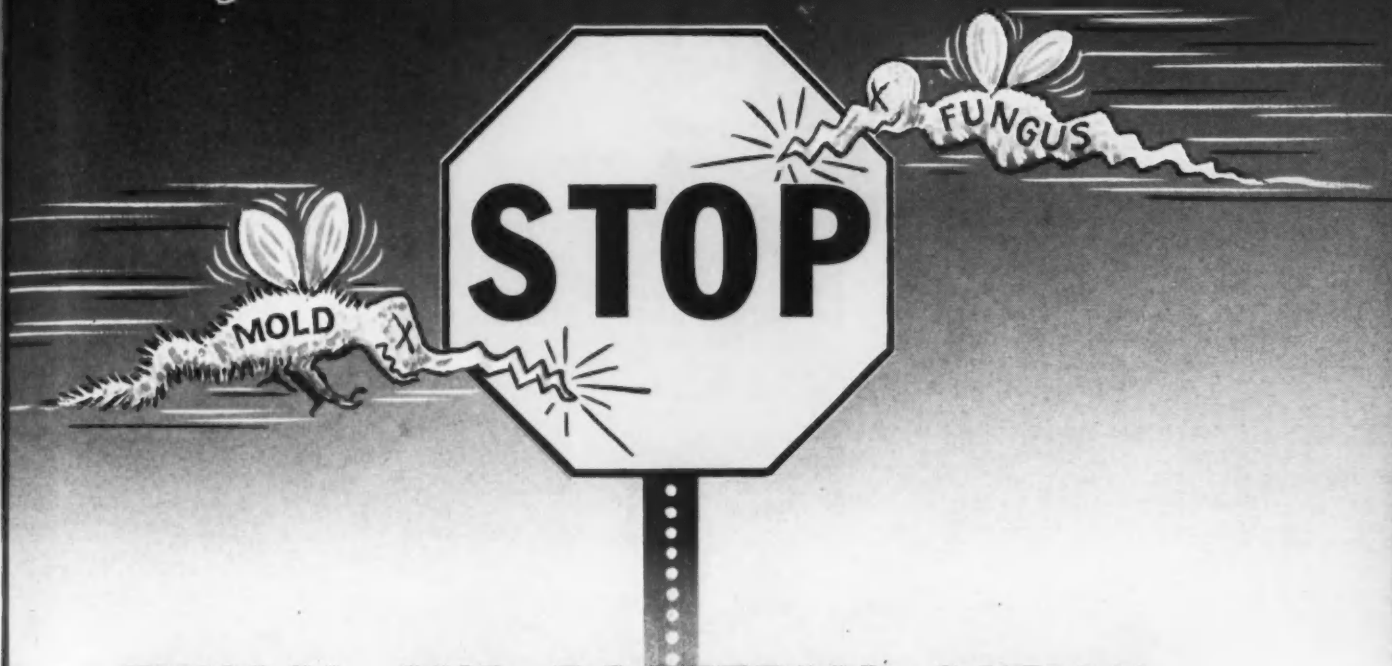
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NEWS and EVENTS



A: a recent organization luncheon of the Joint Defense Appeal are, seated left to right: Otto J. Cohen, Charles of the Ritz; Louis Furlager, Furlager Mfg. Co.; Stephen Ogden, Alfred Dunhill, Ltd.; Jack I. Poses, D'Orsay Perfumes. Standing are, left to right: Joseph Rosenwald, Affiliated Drugs; Samuel Rubin, Faberge; Oscar Kolin, Helena Rubinstein; and Raymond Spector, Hazel Bishop, Inc.

R. Spector Heads Industry's Joint Defense Appeal Drive

Raymond Spector, Hazel Bishop, Inc., is general chairman of the Joint Defense Appeal's Drug and Cosmetics Division for 1954, and six other prominent leaders in the industry have taken key posts for the campaign.

The drive will be highlighted by a dinner honoring Harry S. Sylk, president of the Sun Ray Drug Co., for his "outstanding efforts in the fight to protect American democratic rights," to be held June 24, at the Hotel Pierre.

The other prominent industry leaders who have accepted important positions in the campaign include Jack I. Poses, D'Orsay Perfumes, and Samuel Rubin, Faberge, honorary chairmen; Otto J. Cohen, Charles of the Ritz, and Oscar Kolin, Helena Rubinstein, cosmetics co-chairmen.

Fruit-Flavored Cereal Launched by General Mills

A new fruit-flavored, fruit-colored, pre-sweetened cereal has been launched by General Mills in the Buffalo area. Called Trix, it is advertised via newspapers, television

and outdoor space as delicious when eaten as a snack." The cereal is in the form of little puffed cornballs in raspberry red, orange and lemon yellow colors and flavors. Plans call for expansion to national distribution.

Lewis F. Bonham, Richard Lockman in Top Bourjois Posts

Lewis F. Bonham has been elected president, general manager and director of Bourjois, Inc. and Barbara Gould, Inc.; Richard Lockman has been elected vice-president in charge of advertising and sales promotion at both companies.

Mr. Bonham has resigned as president of Alfred D. McKelvey Co. and as a director of Prince Matchabelli, Inc. in order to assume his new position. Mr. Lockman will continue to handle publicity for the two companies, as he has been doing for the past four years.

Aziza Eye Cosmetics Co. Sold to Mauvel Ltd.

Richard Sussman has sold Aziza Eye Cosmetics Co. to Mauvel Ltd., New York, which has been distributing Aziza products for five years.

Anti-Trust Suits Against Four New York Perfumers

Four anti-trust suits have been brought by the government against Empro Corp., Lanvin Parfums, Inc., Parfums Corday Inc. and Guerlain Inc. The complaint alleged that the firms "abused" trade mark laws so that the same perfume now sells for four times as much in the U. S. as it does in Paris. Empro Corp., makers of Lenthéric perfume, entered a consent judgment to quit the complained of practice.

Jules Montenier, Son Injured, Wife Killed in Auto Mishap

Dr. Jules Montenier, head of the cosmetic manufacturing concern which bears his name, and his son, 3 years old, are in a critical condition in an Elgin, Ill. hospital, and his wife, Mrs. Helen Montenier, was killed as the result of an automobile accident in Chicago May 29. Another son of Dr. Montenier died from illness recently.

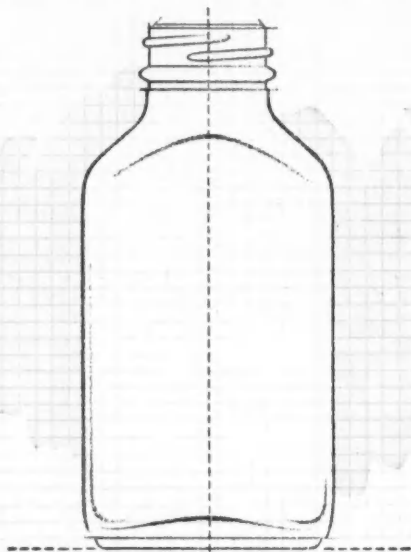
Dr. Guenther Speaks Before Chemical Society Meeting

A joint meeting of the American Section of the Societe de Chemie Industrielle and the corresponding section of the Societe des Ingenieurs-Civils de France was recently held at the New York Coty salon. Dr. Emil Ott, president of the former group, acted as chairman of the meeting, which featured a lecture on "Essential Oil Production in Europe and North Africa" by Dr. Ernest Guenther.

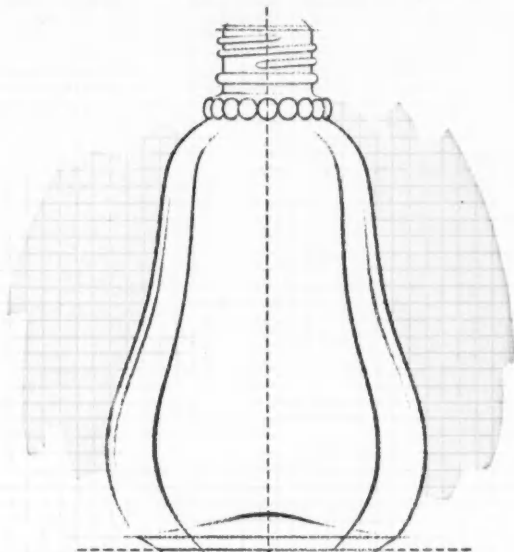
Mrs. Kay Jameson New Director of Fragrance Foundation

Mrs. Kay Jameson, director of the Hudnut Salon who has also been with Ann Dealafeld, *Parent Magazine* and *Today's Woman*, has been appointed executive director of the Fragrance Foundation President H. Gregory Thomas has announced. Her new duties begin July 1.

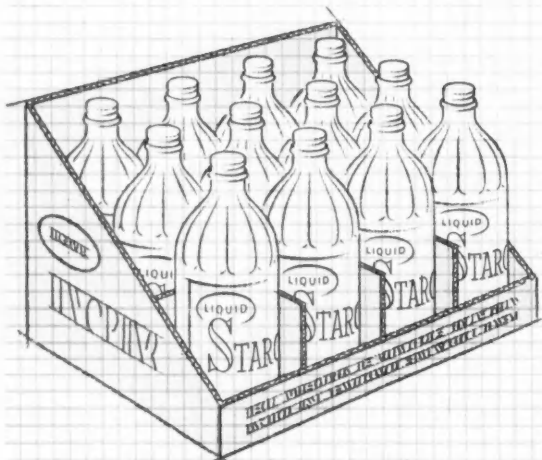
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Flower Crops in Grasse Likely to be Smaller this Year

Due to frosts and adverse weather conditions earlier in the year the outlook for flower crops in the Grasse region is that they will be smaller than usual, although it is realized that it may be premature to speculate on the size of the crops at this time.

In 1953 flower production was good and almost all of it was absorbed. Rose and jasmin were completely sold. In fact to satisfy the requirements of buyers jasmin had to be imported from Algiers and Italy. Some of the 1952 crop of neroli remains but, in the light of a possible shortage before the 1954 harvest, it may be absorbed.

Lavender and lavandin have been in good demand since the 1953 harvest. In well informed quarters it is felt that stocks on hand may not be able to meet the needs of buyers until the next harvests in July, August and September.

As to imported essences the arrival of Congo geranium oil was welcomed as the quality was considered tops. It isn't an intermediate quality between the Bourbon, Morocco or Kenia oil; and many perfumers are utilizing it.

Generally the market situation is the same as it has been for the past three months.

Action Awaited on Business Census

Legislation authorizing special censuses of business and manufactures covering 1954 has been approved by the House of Representatives. The administration is now seeking final action on authority and funds for the program, which would approximate \$13,000,000. The census is supposed to be taken at five-year intervals, but the one scheduled for 1953 was postponed as an economy measure.

N.B.B.M.A. 13th Annual Convention August 21

The 13th annual convention of the National Beauty and Barber Mfrs. Assn. on August 21 at the Conrad Hilton Hotel, Chicago, will open with a luncheon session at 12:30 P.M. followed by an afternoon business meeting. During the meeting committee reports will be submitted and officers and directors for 1954-55 will be elected. Both sessions will feature discussions on topics affecting the manufacturers. The convention, which will pre-



Left to right, Miss Mala Rubinstein, director of the Helena Rubinstein Salons, with Mr. and Mrs. Vadas, who direct the Australian business of the firm, at the cocktail party held on recently by Helena Rubinstein at the Raymond and Raymond Art Galleries to introduce their new perfume Noa Noa.

cede the dealer's annual convention and trade show, will wind up with a cocktail reception and gala dinner party for N.B.B.M.A. active and associate members, their dealers and guests.

F.T.C. Eases Consent Settlement Rules

The F.T.C. has eased the rules under which consent settlements of pending cases may be made. Under the amendment, settlements may be made upon consent of the Commission and the respondent, eliminating the previous requirement that consent settlements contain findings of fact. It also permits disposition of a case by consent at any stage of the proceedings. Previously such settlements had to dispose of the entire proceedings as to all parties. The new rule also authorizes hearing examiners to accept or reject proposed consent orders.

A second change in policy requires the hearing examiner to issue findings and conclusions and his reasons in every case, stated in a clear and specific manner. The Commission is also required to write an opinion on every case regardless of how it is terminated, so that a body of decisions may be built for guidance.

Plans to Build New Aerosol Dispersants Plant

Plans to build a large new plant to produce aerosol dispersants and refrigerants have been announced by General Chemical Div., Allied Chemical & Dye Corp.

Cocktail Party Launches Rubinstein's Noa Noa Line

Helena Rubinstein's new fragrance line Noa Noa was launched recently at a cocktail party at the Raymond and Raymond art gallery, 40 East 52nd St., New York, against a background of Gauguin prints. The new line is named after Gauguin's journal of his life in Tahiti, and packaging is based on one of his Polynesian prints.

Art of Selling Chemical Knowledge S. C. C. Lecture Topic

"The art of selling chemical knowledge" was the subject of Dr. Otto Eisenschiml, guest speaker at the June 8 meeting of the Chicago chapter of the Society of Cosmetic Chemists in Henrici's Restaurant in the Merchandise Mart. Dr. Eisenschiml, author and chemist, is chairman of the board of the Scientific Oil Compounding Co. of Chicago, and past chairman of the Chicago section of the American Chemical Society, for which he is lecturing at present.

Cosmetology Management Institute Sessions July 19-23

The fourth annual Cosmetology Management Institute, conducted by the Industrial Education Dept., Division of Extension, of the University of Texas, will be held July 19-23 at Austin, Texas. Among the guest speakers will be Florence E. Wall, consulting chemist, who will view the science behind the art of cosmetology.

Institute of Food Technologists to Open Meet June 24

The National Convention of the Institute of Food Technologists will be held June 27 through July 1 at the Biltmore Hotel in Los Angeles, Cal. Among those who will participate are Givaudan Flavors, Inc. and F. Ritter & Co. Along with the other tours scheduled by the plant trip committee of the convention is a visit to the latter's plant on July 1.

Pierre Harang Calls for Closer Cooperation from Perfumers

A stimulating address on "Should Today the Perfumer Remain in His Ivory Tower?" by Pierre Harang, vice president in charge of sales, Houbigant Inc., vice president of the Fragrance Foundation and a director of the T. G. A., before the May meeting of the American Society of Perfumers proved to be very interesting to the large gathering at the meeting. Following the dinner of the Society President Everett Kilmer introduced Mr. Harang. An abstract of the address is printed elsewhere in this issue. Like all

sincere speakers Mr. Harang held the attention of his audience; and at the conclusion of his address a lively discussion followed. Frazer Sinclair, and Frank Spitaleri and others in brief talks emphasized various viewpoints; but all felt that closer cooperation between the perfumer and the manufacturer of perfumes and cosmetics and his key assistants could not help but be beneficial to the industry as a whole.

The annual Ladies Night of the Society was held June 4 at the roof garden of the Hotel Pierre.

Drug, Cosmetic and Sundry Show September 19-21

The seventh annual Drug, Cosmetic and Sundry Show will be held September 19, 20 and 21 at the Hotel McAlpin, New York City.

Tom Fields, Inc. Moves to New Location

Tom Fields, Inc., manufacturer of Tinkerbelle toiletries, has moved to 48 Prospect St., Yonkers 2, N. Y. The telephone number is YOnkers 5-2495.

TOP ROW

Left:
Two Pierres—Coutin and Bouillette compare notes just before the banquet

Center:
Three gentlemen, Frits Polak, John W. Pfeiffer and Dr. Jean J. Martinat discuss three problems in three languages

Right:
Marques d'Elorza and Connie Zannis, loyal T.G.A. members, fully enter into the spirit of their association with French speaking perfumers

MIDDLE ROW

Left:
An informal gathering of guests at the improvised Chinese bar found much of interest to discuss in French, Spanish and English

Right:
Alphonse Pillet's disguise as a Chinaman amuses Pierre Deleamont, Rene Croquez and Marc Bernheim

BOTTOM ROW

Left:
Just before the chop suey was served: seated—John W. Pfeiffer, Dr. Jean Martinat, Raymond Strobl, Neil C. Neustrup. Standing—Pierre Deleamont, Rene Croquez and Serge J. J. Lakovsky

Right:
Maurice Couderchet and Philip Chaleyer rest while Rene Bouguet and John Hecker stand



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U.S. French Perfumers at Chinese Dinner





Speculating on the probable menu were, left to right: Pierre Coutin, Maurice Couderchet, Serge J. J. Lajovsky, A. Lieberfeld, Pierre Bouillette and Dr. P. S. Heilperin.

French Speaking Perfumers at Chinese Dinner in New York

The association known as French Speaking Technicians in Perfumery which meets for a social gathering throughout the year held its last meeting of the season at the Ding-Ho Chinese restaurant in New York, May 3. As usual it proved to be an enjoyable occasion, and while many had difficulty in manipulating chop sticks, the courses served were consumed with

relish. At the conclusion of the dinner speeches in French were made by various members. The affair was arranged by Pierre Coutin and Serge J. J. Lajovsky.

Lady Esther Sales Meeting Hears Merchandising Plans

Plans for intensified merchandising activity for the remainder of 1954, including an expanded program of advertising, were the sub-

ject of the recent Lady Esther sales meeting held in Chicago.

Dr. Joseph Schultz, president of the cosmetic concern, a division of Zonite Products Corp., and Milton S. Samuels, general sales manager, headed the two-day session.

Others who attended were twelve senior representatives from all sections of the country, advertizing and public relations counsel and Eric Hartell, vice president in charge of sales, Zonite Products Corp.



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Seated, left to right: Roger Hecq, Dr. P. S. Heilperin, S. Lakhovsky, John W. Solomon, S. Desplanges. Standing, left to right: Pierre Bouillette, Pierre Deleamont, A. Barere and Alphonse Pillet



Reception to Trade for 25th Anniversary of Ph. Chaleyer

In celebration of its twenty-fifth anniversary Ph. Chaleyer Inc. held a reception at the Waldorf Astoria



P. Coutin, P. W. Alexander, Ph. Chaleyer

hotel May 11 which was well attended by representative members of the trade.

Visitors were greeted by Philip Chaleyer, founder of the company, who is president and Pierre Coutin, vice president.

Mr. Chaleyer, founder of the company, was born in Lyons France and became an American citizen in 1931. He was graduated as a chemist from the Institut de Chimie de Lyon and studied perfumery in Geneva under Marius Reboul. He came to the United States in 1922 to join Givaudan-Delawanna, Inc. and for two years was in charge of the perfume laboratories until he founded his own company in 1928. Mr. Chaleyer has been active chiefly in the technical field as a perfumer and in the development of aromatic chemicals for the perfume and flavor fields. He is the author of numerous technical articles and has lectured

at Columbia and New York Universities.

Pierre Coutin was born in Thorigny, France. He was graduated as an engineer from the Institut Electro-Mecanique, Paris and in 1927 joined Roure Bertrand Fils & Justin Dupont in Grasse, France. Subsequently he was sole agent in Japan for that company and travelled extensively in the Far East and Africa organizing agencies and contacting producers. In 1938 he was appointed manager of the Singapore branch covering all business transacted east of Suez. In 1941 he joined the Free French forces and served until discharged as a major in 1948. In 1946 he was appointed vice president of Roure-Dupont Inc., from which he recently resigned.

Both Mr. Chaleyer and Mr. Coutin have been active in association work and both are members of leading scientific and trade associations allied with the industry.

German Ambassador Speaks at European Chemists Meeting

"The importance of international relations in science" was the subject of His Excellency Dr. Heinz Krekeler, German Ambassador to the United States, at a recent meeting of the American Society of European Chemists and Pharmacists at Master Institute Museum in New York.

New York BIMS Hold First Golf March of Season

BIMS of New York will hold its first golf tournament of the year on Thursday, June 24 at The Knoll Club, Boonton Manor, N. J.

It will be followed by the second tournament July 20 at Winged Foot, the third on August 17 at Wheatley Hills, and the fourth on September 21, at Wykagyl. The latter, the annual Martin F. Schultes memorial tournament, is open to members only.

Dinner, Luncheon Parties Mark Introduction of Lancome Line

The launching of the Lancome beauty line at Saks Fifth Avenue, New York department store, was celebrated at a recent dinner party in the Chinese Room of the Dorset and a luncheon in the Chateau Room of the Savoy Plaza. Both events were attended by Armand Petitjean, president and directeur



Armand Petitjean

general of Lancome, who flew over for the American debut of the beauty line.

Lancome was host to the store's cosmetic staff at the dinner; Adam Gimbel, president of Saks Fifth Avenue, gave the luncheon in honor of M. Petitjean.

American Institute of Management Cites Firms

The American Institute of Management has issued a Manual of Excellent Management. Among those cited are the Hazel-Atlas Glass Co., Owens-Illinois Glass Co., The Hinde & Dauch Paper Co., American Cyanamid Co., Archer-Daniels-Midland Co., Bristol-Myers Co., Celanese Corp. of America, Chesbrough Mfg. Co., Colgate-Palmolive Co., Dow Chemical Co., E. I. Du Pont de Nemours & Co., Hercules Powder Co., Monsanto Chemical Co., Procter & Gamble Co., Smith, Kline & French Labs., and Union Carbide and Carbon Corp.

Dr. Barail Views Toxicity of Soaps, Detergents

Speaking at the Symposium on Toxicity of the Soaps, Detergents and Sanitary Chemical Product Division of the Chemical Specialties Mfrs. Assn., Dr. Louis C. Barail, consulting biochemist and toxicologist of New York, N. Y., moderator of the symposium, gave a resume of the toxicological aspects of these products. He described the errors and exaggerations of the

past whereby soaps and detergents were either accused of being too toxic to be used, or absolved of any toxic or irritating properties.

Dr. Barail related briefly the results of the most recent studies conducted on cleansing products in regard to their use by Industry, in farms or in the home. He pointed out that this is the first time that soap and detergents manufacturers have devoted a full session to a panel on toxicology. The C.S.M.A. Toxicity Committee has been very active for many years, which shows that manufacturers are concerned with the harmlessness and safety of their products.

"The purpose of this symposium," Dr. Barail said, "is twofold: 1) to convey to the members of the C.S.M.A. all available information regarding the toxicity of manufactured products whether they are on the market, have been withdrawn from it, or are still in the pilot stage. 2) to enable manufacturers to compound new formulae involving chemicals of a known degree of toxicity and to select these components for the double standpoint of high performance and low toxicity." In Dr. Barail's opinion, the number of efficient and harmless soaps and detergents is so great

that they can easily be selected while those which are of poor value can just as easily be discarded or ignored.

Dr. Barail then introduced the six speakers on the panel, Dr. H. R. Sutter who spoke about toxicity of emollients in detergent; R. E. Vicklund: toxicity of antiseptics and perfumes; M. H. Faillie: toxicity of soaps; Dr. Francis F. Heyroth: systemic toxicity of synthetic detergents; Dr. Irwin I. Lubowe: toxicity and sensitivity of cosmetics and cosmetic bases, and Dr. Donald J. Birmingham: cutaneous irritants and sensitizing effects of synthetic detergents.

Indian Journalists Tour "Naarden", Holland, Plant

"Naarden" Chemical Works, Naarden, Holland, was recently visited by a delegation of Indian journalists, invited by the Dutch government for a stay of some weeks in the Netherlands. Senior-director Dr. W. van Dorp welcomed the delegation; A. H. Ruys, chief of "Naarden's" research department guided the group around the laboratories and production plants.

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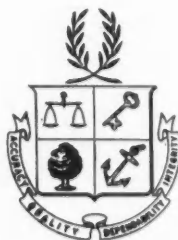
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California Cosmetic Assn. Spring Golf Tournament

The California Cosmetic Assn.'s spring golf tournament was held recently at the San Fernando Valley Country Club in Woodland Hills, Cal. The event was arranged by Alan Coghlan of Nethercutt Labs. and Tom Sheffield, Sheffield Tube Corp. Prizes were awarded to Henry Minor, Scoville Mfg. Co., Don Duncan, guest, N. Eastwood, guest, and Alan Coghlan, Nethercutt Labs.

N.B.B.M.A. Board of Directors Dinner-Meeting June 22

The Board of Directors of the National Beauty and Barber Mfrs. Assn. will hold a dinner-meeting on Tuesday evening, June 22 at The Advertising Club, New York City.

Among Our Friends

ANDRE GIVAUDAN, a director of L. Givaudan & Cie., S.A. and its affiliated organizations, left the

United States on May 14 for Paris after completing his semi-annual visit to this country, during which he attended the T.G.A. convention.

CHARLES S. GAGE, formerly president of Lentheric Inc. is now treasurer of Yale University.

STUART GOODWILLIE has been appointed General Sales Manager for Ungerer & Co. He has previously been with Du Pont Co. and management consulting firms, and was a Sales Executive with



Stuart Goodwillie

Sylvania Electric Products, Inc. for eleven years.

GEORGE H. FULLER has been named head of the Perfumery and



George H. Fuller

Essential Oils Division of Colgate-Palmolive Co. He was previously plant manager at Harriet Hubbard Ayer, Inc.

HERBERT SOMMER, perfumer for Prince Matchabelli, Inc. sailed for a month's trip to Europe June 11. He was accompanied by Mrs. Sommer.

PAUL LE LONG has joined the organization of Firmenich & Cie., New York, as perfumer.

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ALAN H. JESPERSEN has returned to Neumann-Buslee & Wolfe, Inc. following two years'



Alan H. Jespersen

service in the U. S. Army Chemical Corps. He will work on sales in Chicago and the surrounding area. He had previously been on the technical staff for several years.

FRED J. FITZGERALD has been named assistant sales manager of Yardley of London, Inc., with



Fred J. Fitzgerald

headquarters in New York. He is vice-president of the New England Toilet Goods Assn.

JOSEPH BAIRD MAGNUS, vice president of Magnus, Mabce and Reynard, Inc., was entertained by company executives at a luncheon held at the Wool Club, New York, on May 5 in honor of his 58th birthday.

GILBERT LEIGH has been named assistant director of the Research and Development Department of the Colgate-Palmolive Co.; he was formerly head of the Qual-



Gilbert Leigh; John Major

ity Control Division. JOHN MAJOR has been named Group Leader and is now acting as head of Quality Control Division.

P. J. MORONE has joined Rhodia, Inc. as a member of its aromatic chemicals and specialties staff. Mr. Morone was graduated from Rutgers University in 1934 with a degree in pharmacy, and started his business career with

E. R. Squibb & Sons as a professional service representative. He was with McKesson & Robbins as



P. J. Morone

a sales specialist from 1943 until 1949, when he entered the essential oil business.

GASTON T. de HAVENON, president of Parfums Weil Paris, Inc., is in Paris. He expects to return to the States early in August.



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Market Report

Essential Oils Take Slight Dip

THE price trend in essential oils and closely related items dipped slightly for the first time in a long while. The past month brought reductions in acetone, methyl acetone, oil spearmint, and Exchange Brand California lemon oil. Citral and the ionones displayed a greater degree of softness as the result of slight losses in oil lemongrass.

However, a great many firm spots continued in the market and the turn of events in the international picture could very well prove an influential factor in bringing about renewed strength in the general tone. Caffeine was a strong item in the market in the face of a general tightening in the world market and a seasonal upturn in the demand for domestic material. There were ample quantities of refined glycerin in the market. Crude material was scarce, however, and considerable strength prevailed in beeswax, heliotropine, safrol, ocotea cymbarum and several other camphor bearing oils.

The Citronella Oil Trade

A trade agreement between Nationalist China and France involving the exchange of green tea and citronella oil for fertilizers, chemicals and other products is likely to alter the trade pattern in citronella oil between Formosa and the United States, in the opinion of some trade observers. Laevo type synthetic menthol is made from Formosan citronella oil. Normally the United States imports about 80 percent of Formosa's output of citronella oil but it now appears that this country will only obtain 50 to 55 percent of that country's production. France, it is believed, will use some of the oil for the production of synthetic menthol but the bulk of the material will perhaps be used in the manufacture of aromatic chemicals for perfume compounds.

Tartaric acid was featured by a

generally strong tone. Lower priced offerings of European acid virtually disappeared from this market on reports that there had been a decided pickup in European demands for both tartaric acid as well as the basic material, argols or wine lees, from which they are produced. While no changes were noted in domestic makers prices for tartaric acid, rumors persisted throughout the trade concerning a possible rise in makers' selling schedules.

European Buyers Outbid Americans

Importers point out that Europe has been bidding higher prices than American buyers seem willing to pay. Consequently a continued demand for various commodities from Europe could very well be reflected in a rather extended list of items.

Recent purchases of Argentine crude glycerin have been made for the account of countries other than the United States at a time when our imports have fallen far short of last year's receipts. Stocks of glycerin, largely refined, reached a record high level in March. The continued tight supply position in crude, however, may have a decided effect upon the overall supply position of this market later in the year especially with the summer vacation period approaching. Several soap producers usually shut down their plants in July and August for necessary repairs. This time a year ago good quantities of crude glycerin were arriving from various parts of the world. Recent purchases of Argentine crude glycerin were made by France and Finland. The Argentine normally has an exportable surplus of around 300 tons of crude glycerin a month.

Lemon Oil Reduced

The reduction in Exchange Brand lemon oil amounting to a little more than 10 percent represented the first change in the article since early last July. It was also the

first turning point away from an upward trend for more than a year. About the largest single consuming outlet for lemon oil is in the beverage industry where estimated sales for 1954 are expected to surpass a billion dollars including over-the-counter sales of soft drinks.

The reduction in lemon oil was announced by co-distributors of Sunkist Growers, formerly the California Fruit Growers Exchange. Co-distributors of Sunkist's lemon oil are Fritzsche Brothers, Inc., and Dodge & Olcott, Inc. Earlier in the year, lemon oil of domestic origin had been in short supply. While imports from Italy served to relieve the situation somewhat, the cost of good quality imported oil ran higher in price compared with oil from California. The supply of Californian oil is somewhat freer than it was early this year, yet suppliers point out that an inventory check would have to be made should a sizeable order appear in the market, especially since the reduction in price occurred rather close to the period when consumption normally increases.

Lime, Orange Oils in Good Supply

Lime and orange oils are freely available. The position in lime oil could rapidly change, however, since the beverage trade usually covers a good portion of its anticipated requirements for the summer before new crop oil begins to come into the market from the West Indies or Mexico.

A world shortage of beeswax has developed. Toward the close of last month the refined grades were beginning to reflect the generally strong position in crude wax. The reason extended for short crops in all producing countries throughout the world is the increased use of insecticides. Chilean production has suffered considerably by reason of closer insect control on crops.

PRICES IN THE NEW YORK MARKET

ESSENTIAL OILS

Prices per lb. unless otherwise listed.

Almond Bit, FPA per lb.	3.40@	3.80
Sweet True	.55@	.90
Apricot Kernel	.40@	.48
Amyris	1.50@	1.75
Angelica Root	70.00@	110.00
Angelica Seed	58.00@	90.00
Anise, U.S.P.	3.25@	Nom'l
Bay	1.50@	2.00
Bergamot	11.00@	14.00
Artificial	3.25@	8.75
Birchtar, crude	1.80@	2.10
Birchtar, rectified	2.25@	2.75
Bois de Rose	4.00@	4.50
Cajeput U.S.P.	2.55@	3.15
Cajeput (technical)	1.85@	2.25
Calamus	17.00@	25.00
Camphor "White"	.30@	.45
Cananga, native	9.00@	10.15
Rectified	12.60@	13.75
Caraway	2.90@	3.25
Cardamon	45.00@	50.00
Cascarilla	35.00@	50.00
Cassia, rectified, U.S.P.	8.00@	Nom'l
Cedar leaf, U.S.P.	2.45@	3.00
Cedar Wood	.70@	.90
Celery	16.00@	20.00
Chamomile Hungarian	190.00@	280.00
Cinnamon—		
Bark	25.75@	50.00
Leaf	1.35@	3.00
Citronella, Ceylon	.75@	.90
Java	.80@	1.00
Java type	.80@	.90
Cloves, from buds	3.85@	4.50
Leaf	1.85@	2.35
Copaiba	2.00@	2.65

Coriander	16.75@	20.00
Croton	2.90@	3.75
Cumin	4.65@	5.80
Dill—		
Weed	4.35@	5.00
Seed, Indian	3.25@	4.15
Erigeron	5.50@	6.85
Eucalyptus—		
80-85%	.90@	1.30
70-75%	.70@	.95
Fennel, Sweet	2.50@	2.85
Garlic (oz.)	8.50@	9.25
Grapefruit	3.00@	3.70
Geranium, Rose Algerian	10.00@	11.75
Bourbon	10.85@	13.00
Turkish	7.00@	9.50
Ginger	12.00@	15.50
Guaiaac (Wood)	1.35@	1.75
Hemlock	2.25@	2.85
Jasmin (absolute)	250.00@	425.00
Juniper Berry	2.90@	3.75
Laurel leaf	9.85@	12.60
Lavandin	2.15@	3.00
Lavender, French—		
40-42% ester	6.35@	7.50
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Opopanax	30.00@	38.00
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Calif., exp.	.85@	1.25
Distilled	.75@	.80
Origanum	2.00@	2.75
Orris Root, concrete (oz.)	6.50@	8.75
Concrete, extra	12.00@	15.00
Patchouli	8.00@	9.75
Pennyroyal, European	1.85@	2.40
Peppermint natural	5.75@	6.00
Redistilled	6.25@	6.50
Petitgrain	3.25@	4.00
Pimento, Berry	4.50@	5.25
Leaf	2.45@	3.00
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Pumilio	3.70@	4.80
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Haitian	12.85@	Nom'l

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Benzyl Formate	2.00@	2.35
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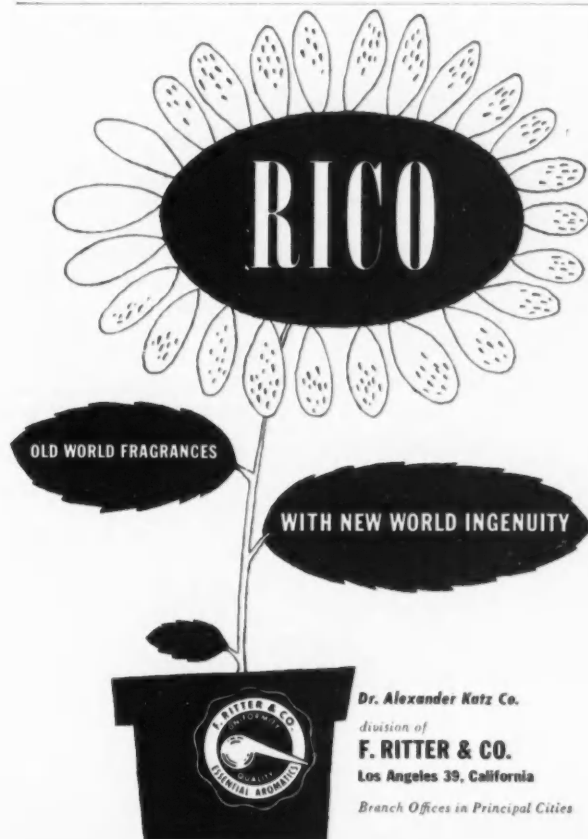
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Salicylic Acid U.S.P.	.48@	.53
Saponin No. 1	2.75@	2.80
Silicate, 40° drums, works, 100 pounds	1.70@	2.30
Sodium Carb. 58% light, 100 pounds	2.75@	4.52
Hydroxide, 76% solid, 100 pounds	4.80@	4.90
Spermaceti	.29@	.30
Styrax Asiatic	.88@	.98
Tartaric Acid (250 lb. drums)	.37@	.41
Tragacanth, No. 1	2.75@	3.20
Triethanolamine	26 1/4@	27 1/4
Zinc stearate, U.S.P.	.37@	.42
Oxide, U.S.P	.16 3/4@	17 3/4

OILS AND FATS

Castor, refined, drums	.19 1/2@	.20
Coconut, crude, Atlantic ports, tanks	.14 1/4@	.15
Refined, drums	.22 1/4@	.24
Corn, crude, Midwest, mill, tanks	.14 1/2@	.15
Corn Oil, refined, tanks	.18@	.18 1/2
Cottonseed, crude tanks	.14 1/8@	.14 3/8
Lard, Chicago	.18 3/8@	.19
Lard, Oil, common, No. 1 drums	.13 1/2@	.14
Olive, edible (gal.)	2.25@	2.50
Red Oil, single distilled drums	.16@	.17 3/4
Double distilled	.18 1/2@	.20 1/4
Stearic Acid Triple Pressed	.16 1/2@	.18 1/4
Double Pressed	.14 1/4@	.15
Tallow, acidless, drums	.12@	.12 1/2
Tallow, extra	.07 1/4@	.07 3/8



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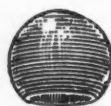
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JULY 1954

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Published by Moore Publishing Company, Inc.
Publication Office: Emmett Street, Bristol, Conn.
Editorial and Executive Offices: 48 West 38th Street, New York, N. Y.

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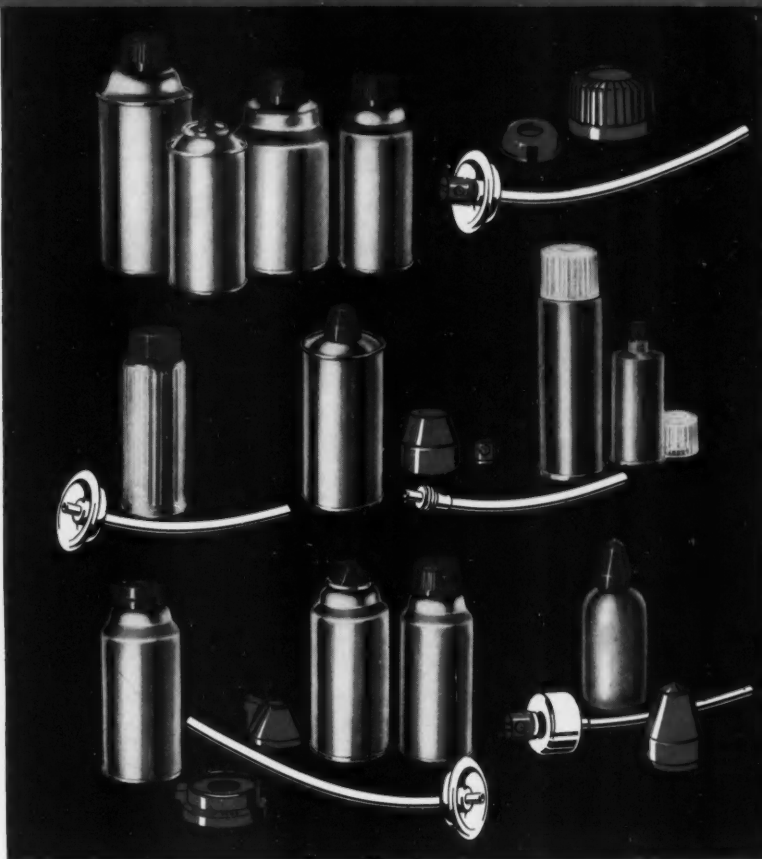
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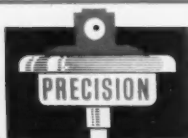
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